

Hybrid Professional Master's Degree

Radio Journalism



Hybrid Professional Master's Degree

Radio Journalism

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Website: www.techitute.com/pk/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-radio-journalism

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01

Introduction

Radio, as a medium that does not require visual attention, allows audiences to consume information while they are engaged in other activities, which increases its versatility and convenience. In addition, its ability to transmit news in real time provides unparalleled immediacy, keeping people up to date with events. In fact, this form of journalism has a massive reach, reaching remote areas where other media might have difficulties. For this reason, TECH has developed this program that combines theory, 100% online, with a practical internship of 3 weeks, so that graduates have the opportunity to expand their skills with the best experts.





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Get into Radio Journalism as a useful tool for the dissemination of news and the construction of deep and captivating narratives, emphasizing the power of voice and sound to generate emotions"

The sound and narrative approach of Radio Journalism allows audiences to tune in and receive news anytime, anywhere, offering flexibility to those seeking information on their daily commute. In addition, this audio nature enhances the ability to tell stories in a vivid and immersive way, allowing journalists to use tone, intonation and sound effects to add depth and emotion to news stories. Likewise, it encourages the listener's imagination, allowing to visualize the events through the detailed description.

In this context, TECH has developed this Hybrid Professional Master's Degree in Radio Journalism, addressing, first, the ethical and theoretical principles that guide journalistic practice, passing through the audiovisual narrative, which allows understanding how to structure and present stories effectively through the sound media. Informative documentation will also be essential for the graduate to acquire skills in research, compilation and rigorous verification of information.

Likewise, we will analyze how advertising is inserted in this type of media, providing a vision of how these messages are intertwined with the radio narrative. In addition, the student will delve into the techniques of voice-over, production and management of technical equipment for the production of high quality news content, covering genres such as sports and cultural journalism. Finally, the journalist will be immersed in the management of the news company, as well as in the understanding of public opinion to understand how audiences receive and perceive information.

TECH introduces a revolutionary program with a unique educational approach.

This Hybrid Professional Master's Degree has been developed with an approach divided into two distinct phases. In the first stage, it will focus on theory and will be taught through a 100% online platform. The second stage, on the other hand, will take the professional to carry out an intensive practical experience of 3 weeks in a prestigious radio media.

This **Hybrid Professional Master's Degree in Radio Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of more than 100 case studies presented by journalism professionals, radio communication experts and university professors with extensive experience in this field
- ♦ Its graphic, schematic and eminently practical contents provide essential information on those tools and techniques that are indispensable for professional practice
- ♦ Presentation of practical workshops on the techniques and tools most commonly used in Radio Journalism
- ♦ Algorithm-based interactive learning system for decision making in the situations that are presented to the student
- ♦ Practice guides on journalistic communication through radio
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Furthermore, you will be able to carry out a internship in one of the best companies



*Specialize as a radio journalist,
to inform, educate and connect
with audiences in a unique way"*

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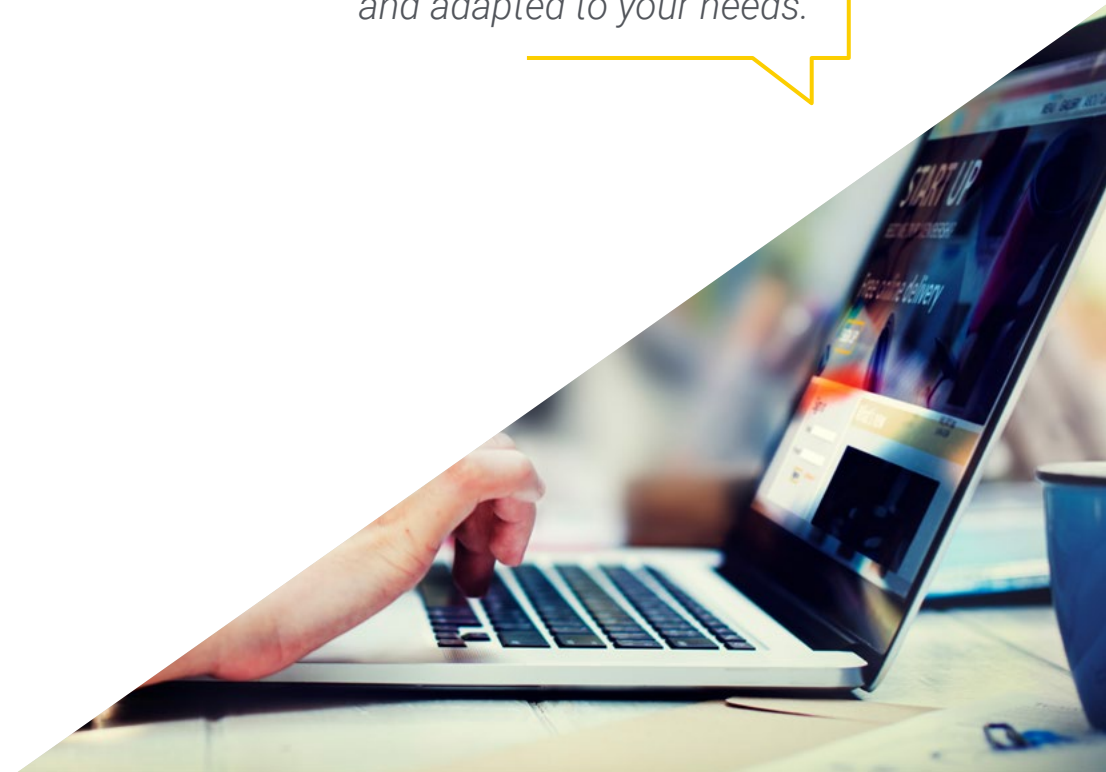
You will spend an intensive 3-week internship in a prestigious radio media and acquire the knowledge you need to grow personally and professionally”

In this program, of a professionalizing nature and blended learning modality, the program is aimed at updating journalism professionals who develop their functions in the radio media, and who require a high level of qualification. The contents are oriented in a didactic way to integrate theoretical knowledge into journalistic practice, and the theoretical-practical elements will facilitate the updating of knowledge.

Thanks to their multimedia content developed with the latest educational technology, they will allow the journalism professional to learn in a situated and contextual way, that is to say, a simulated environment that will provide immersive learning programmed to prepare for real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will delve into the importance of creating mental images and the use of sound elements to generate impact in the radio media.

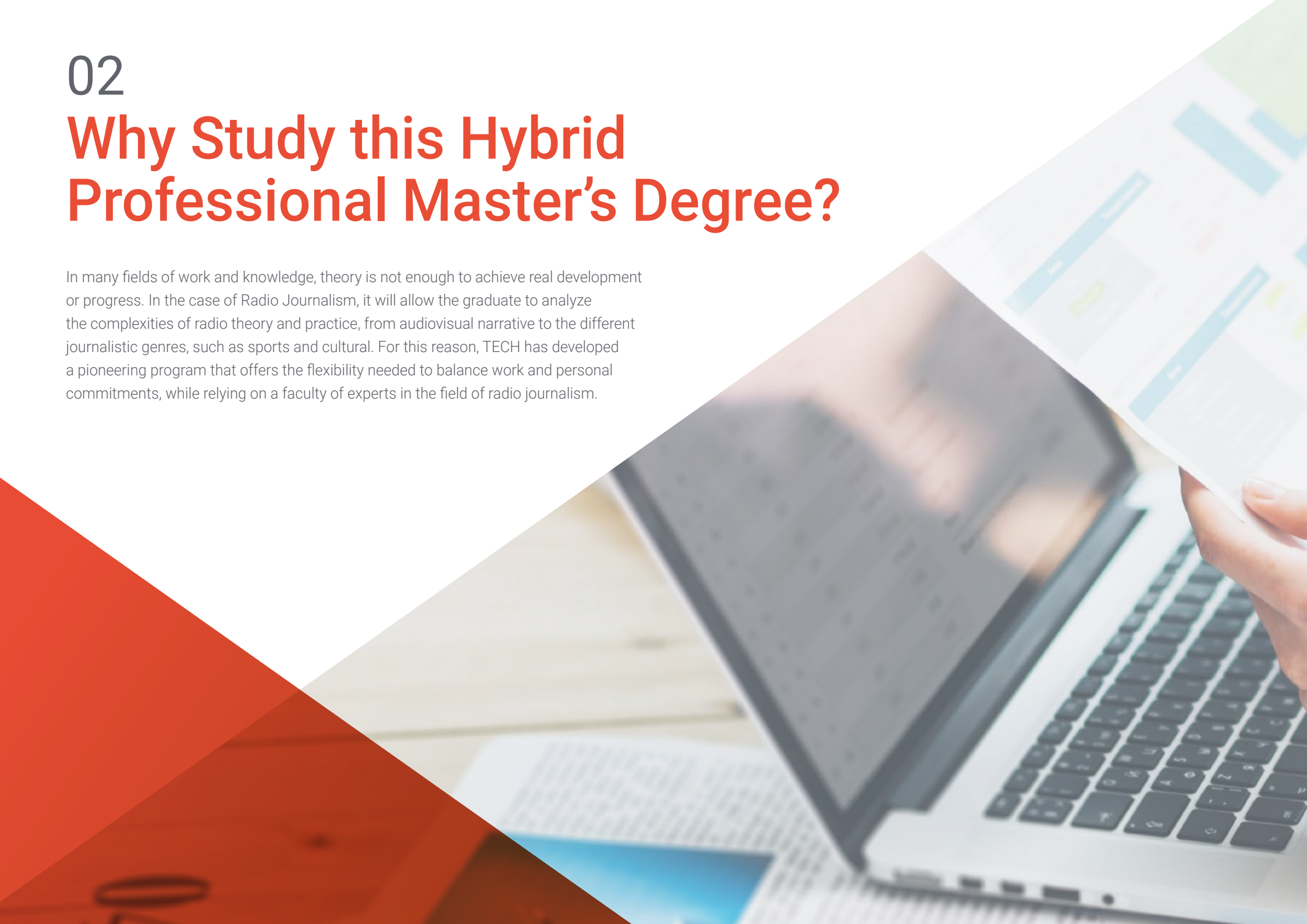
You will acquire new knowledge and perfect your skills through the Hybrid Professional Master's Degree in Radio Journalism, in a practical way and adapted to your needs.



02

Why Study this Hybrid Professional Master's Degree?

In many fields of work and knowledge, theory is not enough to achieve real development or progress. In the case of Radio Journalism, it will allow the graduate to analyze the complexities of radio theory and practice, from audiovisual narrative to the different journalistic genres, such as sports and cultural. For this reason, TECH has developed a pioneering program that offers the flexibility needed to balance work and personal commitments, while relying on a faculty of experts in the field of radio journalism.



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This Hybrid Professional Master's Degree will provide you not only with the fundamental theoretical knowledge, but also with the practical skills you need to excel in radio journalism"

1. Updating from the latest technology available

Technological evolution in Radio Journalism plays a fundamental role in the creation of dynamic and relevant content. The latest technology available not only allows for more agile and sophisticated production, but also enables real-time news capture, improved sound quality and transmission, as well as the expansion of platforms to reach a wider audience. This technological innovation has transformed the way information is presented, enriching the listening experience for listeners and offering a more immersive and up-to-date radio journalism.

2. Gaining in-depth knowledge from the experience of top specialists

The large team of professionals that will accompany the specialist throughout the entire practical period is a first-class and an unprecedented guarantee of updating. With a specifically designated tutor, the student will be able to work in a real radio media, in a state-of-the-art environment, which will allow them to incorporate into their daily practice the most innovative techniques and tools in Radio Journalism.

3. Entering first-class professional environments

TECH carefully selects all available centers for Internship Programs. As a result, the specialist will have guaranteed access to a prestigious radio station to develop their journalistic practice. In this way, you will be able to see the day-to-day work of a demanding, rigorous and exhaustive work area, always applying the latest techniques and tools in its work methodology.





4. Combining the Best Theory with State-of-the-Art Practice

The educational market is plagued by teaching programs that are poorly adapted to the journalist's daily work and that require long teaching hours, often not very compatible with personal and professional life. TECH offers a new learning model, 100% practical, that allows you to take the lead in innovative projects in the field of Radio Journalism and, best of all, to put it into professional practice in just 3 weeks.

5. Opening the door to new opportunities

The expansion of online platforms, podcasts and mobile apps has democratized the production of radio content, allowing journalists to reach global audiences with relative ease. These new opportunities have not only expanded the reach of radio journalism, but have also encouraged experimentation with innovative formats, the creation of tailored content and direct connection with specific audiences. In addition, interactivity and the ability to explore more specialized topics have created fertile ground for the development of unique narratives.



*You will have full practical immersion
at the center of your choice"*

03

Objectives

This program is designed to hone the storytelling skills of journalists, perfecting their radio technique and providing them with a comprehensive understanding of journalistic theory and practice. As such, the objectives of this educational program will be to cultivate versatile and competent professionals, capable of dealing with the most current information to the most shocking stories, guided by ethical principles and the mastery of new technologies.



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You will excel in radio content creation, providing you with the essential tools to captivate audiences and become a leader in news broadcasting"



General Objective

- ♦ The general objective of the Hybrid Professional Master's Degree in Radio Journalism is to boost graduates' careers to new heights by providing them with the specialized skills and knowledge necessary to excel in the world of radio journalism. Through the syllabus, journalists will nurture their creativity, hone their technical skills and broaden their theoretical understanding. In fact, this program will not only qualify professionals in the production of quality radio content, but also in their adaptation to the latest trends and technologies that define the industry



This program will give you a sense of confidence in your journalistic practice, which will help you grow personally and professionally"





Specific Objectives

Module 1. Theory of Journalism

- ♦ Master the journalistic tradition from its origins to the present day, focusing on the main media outlets, journalists and important news coverage
- ♦ Analyze the types of newspapers that exist and their contents
- ♦ Know the main journalistic tools and their selection criteria
- ♦ Know and analyze the elements of the newspaper

Module 2. Audiovisual Narrative

- ♦ Understand the importance of audiovisual narrative in today's communication environment
- ♦ Master the basic guidelines that govern audiovisual communication for the elaboration of the different radio genres
- ♦ Know the particularities of audiovisual discourse
- ♦ Know the fundamental concepts of visual narrative

Module 3. Informative Documentation

- ♦ Identify the professional profiles of journalists, as well as the main skills required in the performance of their professional practice
- ♦ Locating, retrieving and using information, as well as providing an overview of the current situation of documentation in its different facets
- ♦ Documenting news processes and handling new technologies related to the treatment of documents
- ♦ Provide a practical vision of the work performed by a documentalist in the media
- ♦ Master the elements of the information and knowledge society

Module 4. Advertising Theory

- ♦ Understand the theories of advertising, marketing, public relations and corporate communication
- ♦ Know the origin, evolution and economic and social impact of advertising
- ♦ Know how to describe the structure of advertising agencies
- ♦ Know the basic notions about advertising and marketing
- ♦ Define each of the functions for the management of the information company, highlighting their main applications

Module 5. Radio Communication

- ♦ Use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
- ♦ Bring knowledge, ideas and debates of informative content to society through the different journalistic modalities and the different media
- ♦ Gain knowledge about the history of broadcasting at the international level, as well as its impact on society
- ♦ Get to know and understand the structure of the radio landscape and its particularities in the current environment
- ♦ Master the basic guidelines governing radio communication for the development of different radio genres
- ♦ Know the main milestones in the history of radio broadcasting

Module 6. Broadcast Journalism

- ♦ Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function
- ♦ Gain knowledge of the historical evolution of contemporary European and international journalistic modes and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Act as a communication professional in accordance with the legal and deontological rules of the profession
- ♦ Distinguish the elements involved in the elaboration of the radio message
- ♦ Distinguish the types of radio programs and their composition
- ♦ Know the evolution of radio information

Module 7. Sports Journalism

- ♦ Write sports journalistic pieces according to the specifications of the different informative (news), interpretative (chronicle, interview and report) and opinion (editorial, column, article, etc.) genres
- ♦ Know the ins and outs of the sports press
- ♦ Analyze sports programming on the radio
- ♦ Analyze trends in sports programming on radio

**Module 8. Cultural Journalism**

- ♦ Understand the importance of culture in the field of journalism
- ♦ Analyze journalistic texts related to the cultural and artistic field
- ♦ Analyze cultural contents in different communication channels
- ♦ Write texts according to the different journalistic genres of information, interpretation and opinion, closely related to the dissemination of culture

Module 9. Informative Company

- ♦ Identify the functions and strategies deployed by organizations to be present in the media or to favor better communication with their customers, suppliers and employees
- ♦ Understand the mechanisms necessary at the organizational level, to develop the different aspects of a communication company and its performance in a globalized context
- ♦ Understand the types of media companies that exist
- ♦ Know how an information company is structured

Module 10. Public Opinion

- ♦ Situate the public function of the journalist as a guide of the public opinion and in relation to the role of the newspaper as a political actor and social mediator
- ♦ Know and identify the multiple expressions, phenomena and processes of public opinion
- ♦ Reflect with theoretical soundness and empirical rigor on the processes by which the journalistic profession helps to build and express public opinion
- ♦ Express and act on public opinion, using all the methods, languages and technological supports available to journalism today
- ♦ Know the concept of public opinion

04 Skills

After passing the evaluations of the Hybrid Professional Master's Degree in Radio Journalism, the professional will have acquired the necessary professional skills to write, broadcast and carry out production tasks in a radio media. In addition, the practice in sports and cultural journalism and the understanding of public opinion will make them versatile professionals, prepared to face the challenges and opportunities offered by today's radio universe.





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Thanks to this innovative syllabus, you will be able to create captivating and immersive narratives, as well as master the production and editing of sound content. Enroll now!”



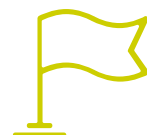
General Skill

- Write, announce and transmit information through radio

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You will develop a holistic perspective that will enhance your ability to inform, all through the exploration of journalism theory and critical analysis of radio communication”





Specific Skills

- ♦ Identify the main journalistic tools and use them when writing information
- ♦ Write and voice journalistic pieces in different genres
- ♦ Know the origins and historical evolution of journalism at the international level
- ♦ Know the world history and how it was reported
- ♦ Use audiovisual discourse and narrative in journalistic creations
- ♦ Research in order to develop your own information



You will combine theory and professional practice through a demanding and rewarding educational approach"

05

Educational Plan

The Hybrid Professional Master's Degree in Radio Journalism is meticulously designed to provide a complete and enriching educational experience. As such, the journalist will cover everything from the theory of journalism to the practice of radio communication, including audiovisual narrative and informative documentation. From module 1, graduates will broaden their knowledge and skills, enabling them to develop professionally in the radio environment. In addition, the 3-week internship will allow you to work in a real working environment, with the support of a team of experts.



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Take advantage of this unique opportunity to expand your horizons and turn your passion for radio journalism into a successful and fulfilling career"

Module 1. Theory of Journalism

- 1.1. Definition and Types of Newspapers
 - 1.1.1. Introduction: The Study of Communication as a Social Science
 - 1.1.2. Key Concepts: Communication, Information and Journalism
 - 1.1.3. The Media and its Relationship with the Community
 - 1.1.4. Newspapers and Their Relationship with Other Media
 - 1.1.5. Definition and Characteristics of the Journal
 - 1.1.5.1. History
 - 1.1.5.2. Themes
 - 1.1.5.3. Selling Price
 - 1.1.5.4. Format
 - 1.1.6. The Contents of the Journal
 - 1.1.6.1. Sections
- 1.2. Main Journalistic Tools
 - 1.2.1. Introduction
 - 1.2.2. Main Journalistic Tools
 - 1.2.3. Selection Criteria
 - 1.2.3.1. What Are They?
 - 1.2.3.2. Classification
 - 1.2.3.3. Relationship With the Present Time
- 1.3. Elements of the Newspaper
 - 1.3.1. Introduction
 - 1.3.2. Elements of the Newspaper
 - 1.3.3. Different Elements
- 1.4. Journalists and Their Journalistic Skills or Abilities
 - 1.4.1. Introduction
 - 1.4.2. Journalists and Their Journalistic Skills or Abilities
 - 1.4.3. Debate on the Journalistic Profession
 - 1.4.4. Attitudes
 - 1.4.4.1. Practical Attitudes
 - 1.4.4.2. Intellectual and Moral Attitudes
- 1.5. The Organization of a Newspaper
 - 1.5.1. Introduction
 - 1.5.2. Two Structures in One: The Company and the Editorial Staff
 - 1.5.3. Editorial Principles
 - 1.5.4. Editorial Statutes
 - 1.5.4.1. Editorial Roles
 - 1.5.5. Epilogue: From the Digital Version to the Digital Edition
- 1.6. Journalistic Work
 - 1.6.1. Introduction
 - 1.6.2. Journalistic Work
 - 1.6.3. What Is an Editorial Department and How Is It Organized?
 - 1.6.4. On a Daily Basis
 - 1.6.5. Long-Term Planning
 - 1.6.6. Individual and Collective Work
 - 1.6.6.1. Individual Work
 - 1.6.6.2. Collective Work
 - 1.6.6.3. Style Books
- 1.7. Journalistic Ethics
 - 1.7.1. Introduction
 - 1.7.2. Origin and Historical Evolution
 - 1.7.2.1. The Hutchins Commission
 - 1.7.2.2. The MacBride Report
 - 1.7.3. A Way to Regulate the Profession
 - 1.7.4. Functions of Self-Regulation
 - 1.7.5. Codes of Ethics
- 1.8. Types of Journalism
 - 1.8.1. Introduction
 - 1.8.2. Investigative Journalism
 - 1.8.2.1. Qualities of The Investigative Journalist
 - 1.8.2.2. Williams Scheme
 - 1.8.2.3. Research-Innovation Techniques
 - 1.8.3. Precision Journalism
 - 1.8.3.1. Specializations of Precision Journalism

- 1.8.4. Service Journalism
 - 1.8.4.1. Thematic Features
- 1.8.5. Journalistic Specialization
- 1.8.6. Development of Specialized Information
- 1.9. Journalism and Rhetoric
 - 1.9.1. Introduction
 - 1.9.2. Information-Opinion Separation
 - 1.9.3. Theories of Journalistic Genres
 - 1.9.4. Contributions of Rhetoric
 - 1.9.5. The Elocutio or Elocution
- 1.10. Journalism as a Political Actor
 - 1.10.1. Introduction
 - 1.10.2. The Newspaper According to Theoreticians
 - 1.10.3. The Newspaper, Actor of Conflict
 - 1.10.3.1. The Newspaper as Communication
 - 1.10.3.2. The Newspaper at the Extra, Inter and Intra levels
 - 1.10.4. The Newspaper as Peacemaker
 - 1.10.4.1. Alarm Mechanism
 - 1.10.4.2. Creator of Atmospheres, Mobilizer for Peace
 - 1.10.5. The Newspaper as a Complex Problem-Creation and Problem-Solving System
 - 1.10.6. The Newspaper as a Missionary Institution
 - 1.10.7. The Newspaper as the Apex of a Triangle of Love-Hate Relationships
 - 1.10.8. The Newspaper as a Narrator and Participant in Conflicts
- 1.11. Journalism as a Social Actor
 - 1.11.1. Introduction
 - 1.11.2. The Newspaper as Interpreter and Mediator
 - 1.11.3. The Newspaper as a Member of the Political System and as a Parapolitical System
 - 1.11.4. The Newspaper as Informer and Pseudo-Political Communicator
 - 1.11.5. The Newspaper as an Addressee of the Communication Policies of Other Social Actors

Module 2. Audiovisual Narrative

- 2.1. The Audiovisual Narrative
 - 2.1.1. Introduction
 - 2.1.2. Fundamental Concepts of Audiovisual Narrative
 - 2.1.3. A Methodological Approach
 - 2.1.4. Particularities of Audiovisual Discourse
 - 2.1.5. Audiovisual Language
 - 2.1.6. The Image
 - 2.1.7. Sound
- 2.2. The Discourse and the Enunciating Stages
 - 2.2.1. Introduction
 - 2.2.2. The Functions of the Narrative
 - 2.2.3. The Construction of the Narrative Text
 - 2.2.4. The Enunciating Instances
 - 2.2.5. Typologies of Narrators
 - 2.2.6. Focalization
 - 2.2.7. The Narrator
- 2.3. The Story and the Axes of the Narrative
 - 2.3.1. Introduction
 - 2.3.2. The History
 - 2.3.3. The Narrative Action
 - 2.3.4. Time
 - 2.3.5. The Space
 - 2.3.6. Sound
- 2.4. The Construction of the Audiovisual Discourse: The Script
 - 2.4.1. Introduction
 - 2.4.2. The Script
 - 2.4.3. The Idea
 - 2.4.4. The Genres
 - 2.4.4.1. Fantastic and Horror Films
 - 2.4.4.2. War Films
 - 2.4.4.3. Comedy Films
 - 2.4.4.4. The Musical
 - 2.4.4.5. Documentaries

- 2.4.5. Characters and Dialogue
- 2.4.6. The Literary Script vs. The Technical Script
- 2.5. Theory and Analysis of Film Editing
 - 2.5.1. Introduction
 - 2.5.2. Assembly Definition
 - 2.5.3. The Basic Units of Film Narrative
 - 2.5.4. First Theoretical Approaches
 - 2.5.5. Types of Montage
 - 2.5.6. The Invisible Assembly Glossary on Mounting
- 2.6. The Cinematographic Narrative: From Origins to Post-Modernism
 - 2.6.1. Introduction
 - 2.6.2. The Origins of Cinema
 - 2.6.3. The Film of Origins: Spatial-Temporal Articulation-Organization
 - 2.6.4. The Avant-Garde and The Cinema
 - 2.6.5. The Hollywood Cinema
 - 2.6.6. The Art Cinema and The Essay
 - 2.6.7. Contemporary Cinema
- 2.7. The Informative Cinema: From Newscasts to Documentaries
 - 2.7.1. Introduction
 - 2.7.2. Informative Cinema
 - 2.7.3. The Cinematographic Newsreels
 - 2.7.4. Documentaries
 - 2.7.5. The Informative Fiction Cinema
 - 2.7.6. The Value of Newsreels as a Historical Source
- 2.8. Television Discourse: Information and Entertainment
 - 2.8.1. Introduction
 - 2.8.2. Television Discourse
 - 2.8.3. Narratology of Audiovisual Information
 - 2.8.4. Audiovisual Information Genres
 - 2.8.5. Infotainment
 - 2.8.6. Entertainment Programs
 - 2.8.7. Fiction Television Storytelling





- 2.9. The Audiovisual Advertising Discourse: *Spot*, Trailer and *Videoclip*
 - 2.9.1. Introduction
 - 2.9.2. Advertising Narrative in the Audiovisual Media
 - 2.9.2.1. Spot
 - 2.9.2.2. Trailer
 - 2.9.2.3. Videoclip
- 2.10. New Media and Narrative Structures in the Digital Era
 - 2.10.1. Introduction
 - 2.10.2. The Digital Paradigm
 - 2.10.3. The New Media of the 21st Century
 - 2.10.4. New Media Practices
 - 2.10.5. The Post-Media Condition

Module 3. Informative Documentation

- 3.1. Introduction to Documentation as a Science
 - 3.1.1. Introduction
 - 3.1.2. The Information and Knowledge Society
 - 3.1.3. Information and Documentation
 - 3.1.4. Definition of Documentation
 - 3.1.5. The Birth of Documentation as a Science
 - 3.1.6. Documentation Centers
- 3.2. History and Characteristics of Information Documentation
 - 3.2.1. Introduction
 - 3.2.2. History of Informative Documentation
 - 3.2.3. General Characteristics of Informative Documentation
 - 3.2.4. Principles of Informative Documentation
 - 3.2.5. Functions of Informative Documentation
- 3.3. Sources and the Document
 - 3.3.1. Introduction
 - 3.3.2. Sources of Information
 - 3.3.3. The Documents
 - 3.3.4. Types of Documentary Sources

- 3.4. Documentary Analysis I
 - 3.4.1. Introduction
 - 3.4.2. The Documentary Chain
 - 3.4.3. Documentary Selection
 - 3.4.4. Documentary Analysis
 - 3.4.5. Cataloging
 - 3.4.6. Documentary Description and Bibliographic Entry
- 3.5. Documentary Analysis II
 - 3.5.1. Introduction
 - 3.5.2. Classification
 - 3.5.3. Indexing
 - 3.5.4. Summary
 - 3.5.5. Documentary Reference
 - 3.5.6. Documentary Languages
- 3.6. Information Retrieval and Databases
 - 3.6.1. Introduction
 - 3.6.2. Information Retrieval
 - 3.6.3. Database Management Systems
 - 3.6.4. Interrogation Languages and Search Equations
 - 3.6.5. Information Retrieval Evaluation
 - 3.6.6. Data Bases
- 3.7. Photographic Documentation
 - 3.7.1. Introduction
 - 3.7.2. Photography
 - 3.7.3. The Photographic Document
 - 3.7.4. Criteria for Photographic Selection
 - 3.7.5. Documentary Analysis of the Photographs
- 3.8. Radio Documentation
 - 3.8.1. Introduction
 - 3.8.2. Characteristics of the Sound Document
 - 3.8.3. Typology of Radio documents
 - 3.8.4. The Radiophonic Archives
 - 3.8.5. Documentary Analysis of Sound Information
 - 3.8.6. The Informative Documentation in the Radio

- 3.9. Audiovisual Documentation
 - 3.9.1. Introduction
 - 3.9.2. The Audiovisual Document
 - 3.9.3. Television Documentation
 - 3.9.4. Documentary Analysis of the Moving Image
 - 3.9.5. Cinematographic Documentation
- 3.10. Documentation in the Written and Digital Press and in Communication Departments
 - 3.10.1. Introduction
 - 3.10.2. The Basic Documentation Service in the Written Media
 - 3.10.3. The Documentation Process in Digital Media
 - 3.10.4. The Documentation Service in the Digital Newsroom
 - 3.10.5. Documentation in Communication Departments

Module 4. Advertising Theory

- 4.1. Advertising Theory
 - 4.1.1. Introduction
 - 4.1.2. Basic Notions on Advertising and Marketing
 - 4.1.2.1. Marketing
 - 4.1.2.2. Advertising
 - 4.1.3. Advertising, Public Relations and Publicity
 - 4.1.4. Dimensions and Social Scope of Contemporary Advertising
 - 4.1.5. Successful Advertising: KFC
- 4.2. History of Advertising
 - 4.2.1. Introduction
 - 4.2.2. Origin
 - 4.2.3. The Industrial Revolution and Advertising
 - 4.2.4. The Development of the Advertising Industry
 - 4.2.5. Advertising in the Internet World
 - 4.2.6. Successful Advertising: Coca-Cola Case Study
- 4.3. Advertising and its Protagonists I: The Advertiser
 - 4.3.1. Introduction
 - 4.3.2. How the Advertising Industry Works
 - 4.3.3. Types of Advertisers
 - 4.3.4. Advertising in the Company's Organization Chart
 - 4.3.5. Successful Advertising: Facebook Case Study

- 4.4. Advertising and Its Protagonists II: Advertising Agencies
 - 4.4.1. Introduction
 - 4.4.2. Advertising Agencies: Advertising Communication Professionals
 - 4.4.3. The Organizational Structure of Advertising Agencies
 - 4.4.4. Types of Advertising Agencies
 - 4.4.5. Fee Management in Advertising Agencies
 - 4.4.6. Successful Advertising: Nike
- 4.5. Advertising and Its Protagonists III: The Advertising Recipient
 - 4.5.1. Introduction
 - 4.5.2. The Advertising Recipient and its Context
 - 4.5.3. The Advertising Recipient as a Consumer
 - 4.5.4. Needs and Desires in Advertising
 - 4.5.5. Advertising and Memory: About Advertising Effectiveness
 - 4.5.6. Successful Advertising: Ikea Case Study
- 4.6. The Advertising Creation Process I: From the Advertiser to the Media
 - 4.6.1. Introduction
 - 4.6.2. Preliminary Aspects of the Advertising Creation Process
 - 4.6.3. The Advertising *Brief* or Communication *Brief*
 - 4.6.4. Creative Strategy
 - 4.6.5. Media Strategy
 - 4.6.5.1. Successful Advertising: Apple
- 4.7. The Advertising Creation Process II: Creativity and Advertising
 - 4.7.1. Introduction
 - 4.7.2. Fundamentals of Advertising Creative Work
 - 4.7.3. Advertising Creativity and its Communicative Statute
 - 4.7.4. Creative Work in Advertising
 - 4.7.5. Successful Advertising: Real Madrid Case Study
- 4.8. The Advertising Creation Process III: Ideation and Development of the Advertising Manifesto
 - 4.8.1. Introduction
 - 4.8.2. Creative Conception and Strategy
 - 4.8.3. The Creative Conception Process
 - 4.8.4. The Ten Basic Ways of Creativity According to Lluís Bassat: Advertising Genres
 - 4.8.5. Advertising Formats
 - 4.8.6. Successful Advertising: McDonald's

- 4.9. Advertising Media Planning
 - 4.9.1. Introduction
 - 4.9.2. Media and Planning
 - 4.9.3. Advertising Media and their Classification
 - 4.9.4. Media Planning Tools
 - 4.9.5. Successful Advertising: Pepsi
- 4.10. Advertising, Society and Culture
 - 4.10.1. Introduction
 - 4.10.2. The Relationship between Advertising and Society
 - 4.10.3. Advertising and Emotions
 - 4.10.4. Advertising, Subjects and Things
 - 4.10.5. Successful Advertising: Burger King

Module 5. Radio Communication

- 5.1. History of Broadcasting
 - 5.1.1. Introduction
 - 5.1.2. Origins
 - 5.1.3. Orson Welles and "The War of the Worlds"
 - 5.1.4. Radio in the World
 - 5.1.5. The New Radio
- 5.2. Current Overview of the Radio in Latin America
 - 5.2.1. Introduction
 - 5.2.2. Radio History in Latin America
 - 5.2.3. Present
- 5.3. Radio Language
 - 5.3.1. Introduction
 - 5.3.2. Characteristics of Radio Communication
 - 5.3.3. Elements that Make Up the Radio Language
 - 5.3.4. Characteristics of the Construction of Radiophonic Texts
 - 5.3.5. Characteristics of Radiophonic Text Writing
 - 5.3.6. Glossary of Terms Used in Radiophonic Language

- 5.4. The Radio Script Creativity and Expression
 - 5.4.1. Introduction
 - 5.4.2. Radio Script
 - 5.4.3. Basic Principles in the Development of a Script
- 5.5. Broadcast Production, Realization and Voice-Over in Broadcasting
 - 5.5.1. Introduction
 - 5.5.2. Production and Realization
 - 5.5.3. Radio Voice-Over
 - 5.5.4. Peculiarities of Radio Voice-Over
 - 5.5.5. Practical Breathing and Voice-Over Exercises
- 5.6. Improvisation in Broadcasting
 - 5.6.1. Introduction
 - 5.6.2. Peculiarities of the Radio Media
 - 5.6.3. What is Improvisation?
 - 5.6.4. How is Improvisation Carried Out?
 - 5.6.5. Sports Information in Radio. Characteristics and Language
 - 5.6.6. Lexical Recommendations
- 5.7. Radio Genres
 - 5.7.1. Introduction
 - 5.7.2. Radio Genres
 - 5.7.2.1. The News
 - 5.7.2.2. The Chronicle
 - 5.7.2.3. The Report
 - 5.7.2.4. The Interview
 - 5.7.3. The Round Table and the Debate
- 5.8. Radio Audience Research
 - 5.8.1. Introduction
 - 5.8.2. Radio Research and Advertising Investment
 - 5.8.3. Main Research Methods
 - 5.8.4. General Media Study
 - 5.8.5. Summary of the General Media Study
 - 5.8.6. Traditional Radio vs. Online Radio

- 5.9. Digital Sound
 - 5.9.1. Introduction
 - 5.9.2. Basic Concepts about Digital Sound
 - 5.9.3. History of Sound Recording
 - 5.9.4. Main Digital Sound Formats
 - 5.9.5. Digital Sound Editing Audacity
- 5.10. New Radio Operator
 - 5.10.1. Introduction
 - 5.10.2. New Radio Operator
 - 5.10.3. The Formal Organization of Broadcasters
 - 5.10.4. The Task of the Editor
 - 5.10.5. The Content Gathering
 - 5.10.6. Immediacy or Quality?

Module 6. Broadcast Journalism

- 6.1. History of Radio
 - 6.1.1. History of Radio Information in the World
 - 6.1.2. Origin
 - 6.1.3. Evolution of Radio Information
- 6.2. From Literary Genres to Radio Genres
 - 6.2.1. Introduction
 - 6.2.2. The Rationale of the Genres
 - 6.2.3. From Literary Genres to Radio and Journalistic Genres
 - 6.2.4. Classification of Radio Genres
- 6.3. Reports
 - 6.3.1. Introduction
 - 6.3.2. News as Raw Material
 - 6.3.3. Types of Informative Programs

- 6.4. Sports as a Radio Genre
 - 6.4.1. Introduction
 - 6.4.2. History
 - 6.4.3. Sport Formats
 - 6.4.4. The Future of Sports on the Radio
- 6.5. Audience Participation Programs
 - 6.5.1. Introduction
 - 6.5.2. Reasons for the Success of Participation as a Radio Genre
 - 6.5.3. Types of Participation Genres
- 6.6. Dramatic
 - 6.6.1. Introduction
 - 6.6.2. Subgenres
 - 6.6.3. The Technique
- 6.7. Musical
 - 6.7.1. Introduction
 - 6.7.2. History of the Musical Genre
 - 6.7.3. Subgenres
- 6.8. Magazine
 - 6.8.1. Introduction
 - 6.8.2. Magazine
 - 6.8.3. Specialized Magazines
- 6.9. History of Advertising
 - 6.9.1. Introduction
 - 6.9.2. History of Advertising
 - 6.9.3. Types of Advertising
- 6.10. Advertising as a Radio Genre
 - 6.10.1. Introduction
 - 6.10.2. Advertising on the Radio
 - 6.10.3. Advertising as a Radio Genre
 - 6.10.4. The Radio Advertising Phenomenon in the Communication Process

Module 7. Sports Journalism

- 7.1. The Sports Press
 - 7.1.1. Introduction
 - 7.1.2. Present
 - 7.1.3. Quality of Sports Information
 - 7.1.3.1. Sources
 - 7.1.3.2. Language
 - 7.1.4. Local Sports News
 - 7.1.4.1. Credibility of Local Information
 - 7.1.4.2. Sports Theme
- 7.2. Sports Genres
 - 7.2.1. Introduction
 - 7.2.1.1. The Role of the Web
 - 7.2.1.2. From Analogue to Digital
 - 7.2.1.3. From Information to Opinion
 - 7.2.2. Structure and Language
 - 7.2.2.1. Headlines
 - 7.2.2.2. Entries
 - 7.2.2.3. Statements and Exploded Views
 - 7.2.3. Elements of Interpretative Parts
 - 7.2.3.1. Chronic
 - 7.2.3.2. Reports
 - 7.2.3.3. Interviews
 - 7.2.4. Skills of The Sports Journalist
- 7.3. Sports Programming on Television
 - 7.3.1. Introduction
 - 7.3.2. Evolution of Sports Programs on Television
 - 7.3.2.1. Sport on Public Television
 - 7.3.2.2. Sport on Paid Television
 - 7.3.3. Sports Programming on Television
 - 7.3.3.1. The Retransmissions
 - 7.3.3.2. The Spectacle as a Strategy
 - 7.3.3.3. Technology

- 7.4. Radio Tendencies
 - 7.4.1. Introduction
 - 7.4.2. The Radio
 - 7.4.3. Trends in Radio Journalism
 - 7.4.3.1. Contents
 - 7.4.3.2. Audio Archive
 - 7.4.3.3. Reporting for On-Demand Radio
- 7.5. Images in Sports Journalism
 - 7.5.1. Introduction
 - 7.5.2. Sport and Images
 - 7.5.2.1. Concept of Sport
 - 7.5.2.2. Mediatization of Sport
 - 7.5.2.3. Concept of Image
 - 7.5.3. The Image in Sports Journalism
 - 7.5.3.1. Concept of Sports Journalism
 - 7.5.3.2. Sports Photojournalism
 - 7.5.3.3. The Moving Image
 - 7.5.4. Media Speculation in Sports
- 7.6. New Digital Narratives in Sports Journalism
 - 7.6.1. Introduction
 - 7.6.2. New Multimedia Narratives
 - 7.6.2.1. Images
 - 7.6.2.2. Audio and Video Mutation
 - 7.6.3. Data Journalism
 - 7.6.3.1. Searching
 - 7.6.3.2. Analysis
 - 7.6.4. Interactive Story
 - 7.6.5. From Virtual Reality to Augmented Reality
- 7.7. The Language of Sports Journalists
 - 7.7.1. Introduction
 - 7.7.2. Features
 - 7.7.2.1. Stylistic Freedom and Creativity
 - 7.7.2.2. Errors
 - 7.7.3. Reference Works for its Study
 - 7.7.4. Journalism Responsibility
- 7.8. Women's Sport and the Media
 - 7.8.1. Introduction
 - 7.8.2. Sport and Gender: Sport Commonly Practiced by Women and Men
 - 7.8.3. Women and Sport: Women's Sports
 - 7.8.3.1. Ages of Women's Sport
 - 7.8.3.2. Mixed Sports
 - 7.8.4. Women in Sports Journalism
 - 7.8.5. Sexist Language
 - 7.8.6. Importance of New Media in Women's Sports
- 7.9. Social Networks in Sport
 - 7.9.1. Introduction
 - 7.9.2. The Use of Social Networks in Sport
 - 7.9.3. Consequences for Journalists and Media Professionals
 - 7.9.4. Consequences for Athletes and Amateurs
 - 7.9.4.1. Personal Brands
 - 7.9.4.2. Crisis Management
- 7.10. Towards a New Model of Communication Management in Sports Organizations
 - 7.10.1. Introduction
 - 7.10.2. The Role of Corporate Communication in Sport
 - 7.10.3. Actors in Sport Communication Management
 - 7.10.4. The Evolution of the Communication Model Influenced by ICTs

Module 8. Cultural Journalism

- 8.1. Cultural Journalism in the Conventional Media and Its integration in the Digital World
 - 8.1.1. Objectives and Sources of Cultural Journalism in Audiovisual Media
 - 8.1.2. Know the Audience and Know Where to Find Them
 - 8.1.3. Programs and Genres of Cultural Journalism in Linear and Non-Linear Radio and Television Media
- 8.2. The Art of Storytelling
 - 8.2.1. The Perspective of Narratology
 - 8.2.2. Self-Knowledge, Motivation and Personal Goals in the Practice of Cultural Journalism
 - 8.2.3. Creativity and the Point of View of Journalistic Narrative
 - 8.2.4. Informative Rigor in Cultural Information
 - 8.2.5. Identity and Style of Personal Brand
- 8.3. Essential Guides to Cultural Journalism Documentation
 - 8.3.1. Historical Documentation
 - 8.3.2. Current Documentation
 - 8.3.3. The Raging News
- 8.4. The 3.0 Philosophy of Communication
 - 8.4.1. Web 3.0 Definition and Characteristics
 - 8.4.2. Cultural Journalism in Web 3.0
 - 8.4.3. Characteristics of Journalistic Writing Based on Convergence
- 8.5. Media and Social Media Management
 - 8.5.1. Facebook
 - 8.5.2. Twitter
 - 8.5.3. Instagram
 - 8.5.4. LinkedIn
 - 8.5.5. Other Networks
- 8.6. Interactive Journalistic Content
 - 8.6.1. The Role of the Journalism Professional
 - 8.6.2. Inform and Entertain
 - 8.6.3. More Digital Media
 - 8.6.4. Interactive Journalism Content

- 8.7. Communication Disorders
 - 8.7.1. Audience and the User
 - 8.7.2. The Media and the Content
 - 8.7.3. The Medium
 - 8.7.4. Time
 - 8.7.5. Disinformation
- 8.8. Web Positioning: SEO, SEM, SMO, SMM and SERM. Specialized Journalistic Contents
 - 8.8.1. SEO
 - 8.8.2. SEM
 - 8.8.3. SMO
 - 8.8.4. SMM
 - 8.8.5. SERM

Module 9. Informative Company

- 9.1. Concept and Evolution of Informative Company
 - 9.1.1. What is the Informative Company?
 - 9.1.2. Characteristics of the Journalistic Company
 - 9.1.3. Types of Informative Company
- 9.2. Organization of the informative Company
 - 9.2.1. Introduction
 - 9.2.2. What is Organizing a Company?
 - 9.2.3. How is an Informative Company Structured
 - 9.2.4. Models of Organizational Structures
- 9.3. Multimedia Structure of the Informative Company
 - 9.3.1. Introduction
 - 9.3.2. Multimedia Structure of the Informative Company
 - 9.3.3. From the Information Company to the Multimedia Conglomerate
 - 9.3.4. Media Concentration: Causes and Consequences
 - 9.3.5. Large Media Groups

- 9.4. Marketing of the Information Company's Product
 - 9.4.1. Introduction
 - 9.4.2. Characteristics of Marketing in the Informative Company
 - 9.4.3. Marketing According to Distribution Channel
 - 9.4.4. Marketing in the Digital Company
- 9.5. Revenues and Expenses in the Informative Company
 - 9.5.1. Introduction
 - 9.5.2. The Informative Company in the Economic Environment
 - 9.5.3. Production Cycle in the Informative Company
 - 9.5.4. Economic Structure of the Informative Company
- 9.6. The Informative Company Plan
 - 9.6.1. Introduction
 - 9.6.2. Circumstances of Entrepreneurship and Self-Employment in the Information Market
 - 9.6.3. The Creation of an Informative Company
 - 9.6.4. The Informative Company Plan
 - 9.6.5. Mercantile Possibilities of the Informative Company
- 9.7. Information Marketing and Strategic Planning
 - 9.7.1. Introduction
 - 9.7.2. What Is Marketing?
 - 9.7.3. Operational Marketing
 - 9.7.4. The 4 Ps of Marketing
- 9.8. Distribution and Promotion of the Information Product
 - 9.8.1. Introduction
 - 9.8.2. Distribution
 - 9.8.3. Promotion of Information Products: Sales Promotion and Advertising Promotion
- 9.9. Information Dissemination and Audiences
 - 9.9.1. Introduction
 - 9.9.2. What Do We Mean by Information Dissemination?
 - 9.9.3. What Is The Purpose Of Informative Dissemination?
 - 9.9.4. Indicators Of Dissemination And Audience

- 9.10. Human Resources and Business Management
 - 9.10.1. Introduction
 - 9.10.2. The Responsibility of the Reporting Company in Personnel Management
 - 9.10.3. Work Motivation
 - 9.10.4. The Management of the Informative Company

Module 10. Public Opinion

- 10.1. The Concept of Public Opinion
 - 10.1.1. Introduction
 - 10.1.2. Definition
 - 10.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
 - 10.1.4. Phases in the Growth of Public Opinion as a Discipline
 - 10.1.5. The 20th Century
- 10.2. Theoretical Framework of Public Opinion
 - 10.2.1. Introduction
 - 10.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
 - 10.2.3. Twentieth Century Authors
 - 10.2.4. Walter Lippmann: Biased Public Opinion
 - 10.2.5. Jürgen Habermas: Political-Valuative Perspective
 - 10.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 10.3. Social Psychology and Public Opinion
 - 10.3.1. Introduction
 - 10.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
 - 10.3.3. The Name
 - 10.3.4. Conformism
- 10.4. Media Influence Models
 - 10.4.1. Introduction
 - 10.4.2. Media Influence Models
 - 10.4.3. Types of Media Effects
 - 10.4.4. Research on Media Effects
 - 10.4.5. The Power of the Media

- 
- 10.5. Public Opinion and Political Communication
 - 10.5.1. Introduction
 - 10.5.2. Electoral Political Communication. Propaganda
 - 10.5.3. Government Political Communication
 - 10.6. Public Opinion and Elections
 - 10.6.1. Introduction
 - 10.6.2. Do Election Campaigns Influence Public Opinion?
 - 10.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
 - 10.6.4. The Effects of Public Opinion
 - 10.7. Government and Public Opinion
 - 10.7.1. Introduction
 - 10.7.2. Representatives and their Constituents
 - 10.7.3. Political Parties and Public Opinion
 - 10.7.4. Public Policies as an Expression of the Government's Action
 - 10.8. The Political Intermediation of the Press
 - 10.8.1. Introduction
 - 10.8.2. Journalists as Political Intermediaries
 - 10.8.3. Dysfunctions of Journalistic Intermediation
 - 10.8.4. Reliance on Journalists as Intermediaries
 - 10.9. Public Sphere and Emerging Models of Democracy
 - 10.9.1. Introduction
 - 10.9.2. The Public Sphere in the Information Society
 - 10.9.3. The Public Sphere in the Information Society
 - 10.9.4. Emerging Models of Democracy
 - 10.10. Methods and Techniques for Public Opinion Research
 - 10.10.1. Introduction
 - 10.10.2. Opinion Polls
 - 10.10.3. Types of Surveys
 - 10.10.4. Analysis

06

Internship

After passing the online theoretical period, the program includes a period of practical internship in a leading radio station. Students will have at their disposal the support of a tutor who will accompany them throughout the process, both in the preparation and the development of the internship.



“

You will perform your journalistic internship in one of the best radio media in your country"

The Internship period of this program in Radio Journalism consists of an intensive stay in a prestigious radio station, lasting 3 weeks, from Monday to Friday of 8 consecutive hours, always with an assistant specialist. This internship will allow the graduate to work in a real media, alongside a team of professionals of reference in radio journalism. In this way, you will optimally apply the most innovative techniques and master the use of the most commonly used tools in audio recording and editing.

In this learning proposal, completely practical in nature, the activities are aimed at developing and perfecting the skills necessary for the development of journalistic projects for Radio, which require a high level of qualification. In fact, the internships will be oriented to the specific knowledge for the exercise of the activity in any radio media.

In this way, this program is presented as a unique opportunity to learn by working. It is a new way of understanding and integrating journalistic procedures, all in ideal teaching scenarios, for this innovative experience in the improvement of their professional skills.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of professors and other fellow trainees who facilitate teamwork and multidisciplinary integration as transversal competencies for the practice of Radio Journalism (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the program, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:





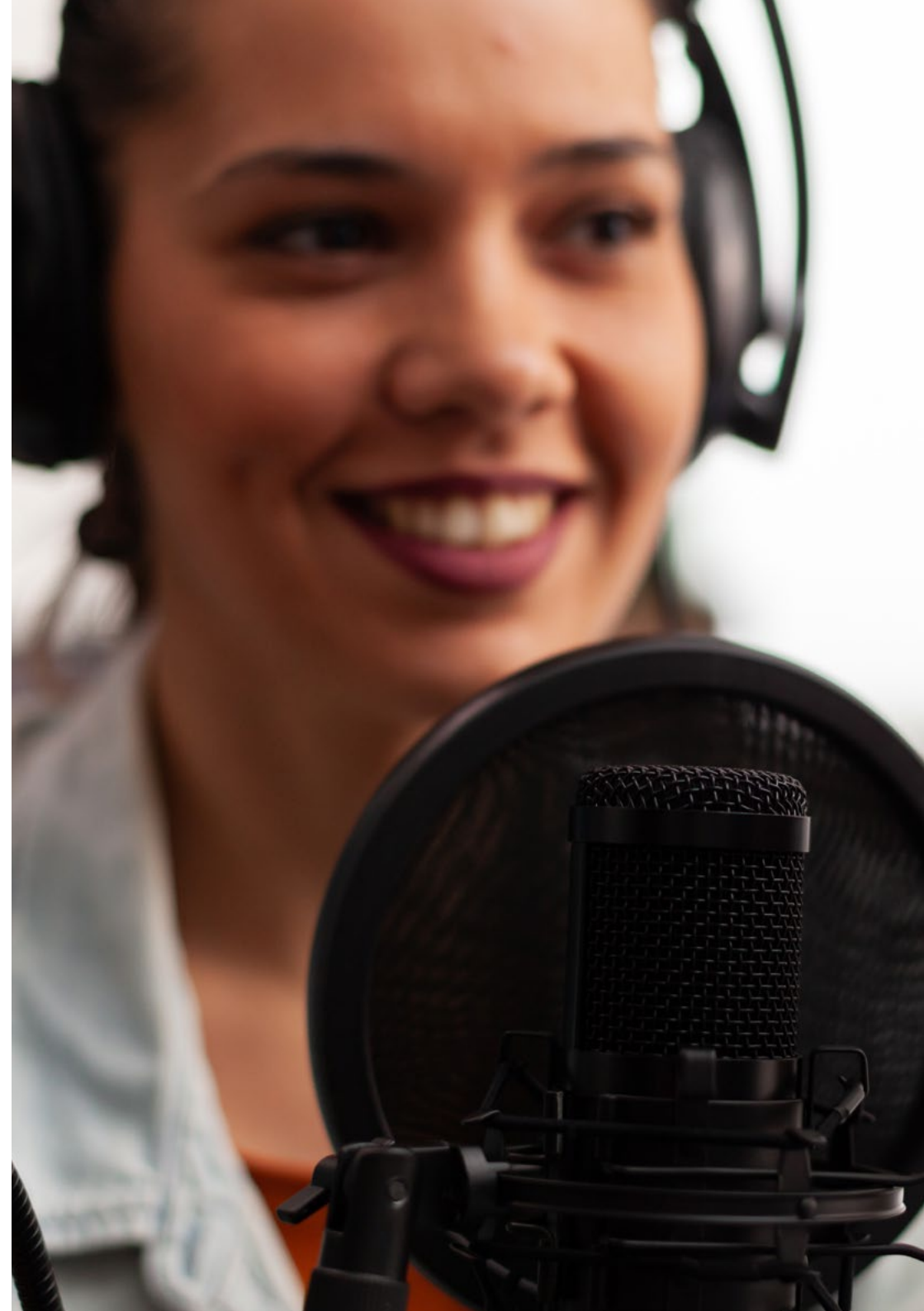
Module	Practical Activity
Copywriting and Voice-Over	Writing and editing scripts for radio programs
	Participate in the writing and voice-over of news for news bulletins
	Writing articles for the media's website
	Conduct interviews with various personalities
	Conduct live coverage
Production	Produce content for radio programs
	Apply radio production techniques
	Coordinate content programming
	Collaborate with other teams for the production of contents
	Participate in the creation of podcasts or special programs
	Manage the social networks and digital platforms of the radio media
Research	Gather information for news stories and features
	Monitor news and trends to update information
	Maintain contact with information sources and experts in different areas
Use of technical equipment and tools	Edit audio material for broadcast with programs such as Adobe Audition and Audacity
	Use of radio-specific technical sound equipment
	Record reports and on-location coverage

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventual ity that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical learning period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

- 1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both practical and academic.
- 2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.
- 3. ABSENCE:** If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

- 4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.
- 5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.
- 6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.
- 7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07

Where Can I Do the Internship?

This Hybrid Professional Master's Degree includes in its itinerary a practical internship in a prestigious radio media, where students will put into practice everything they have learned in the field of Radio Journalism. In this sense, and in order to bring this program closer to more professionals, TECH offers students the opportunity to take it in different locations throughout the country. In this way, this institution strengthens its commitment to quality and affordable education for all.



“

Complete your theoretical education with the best practical internship in the market. This is how you will achieve success in your professional career!”

tech 44 | Where Can I Do the Internship?



The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:



Journalism and Communication

Radio Intercoruña

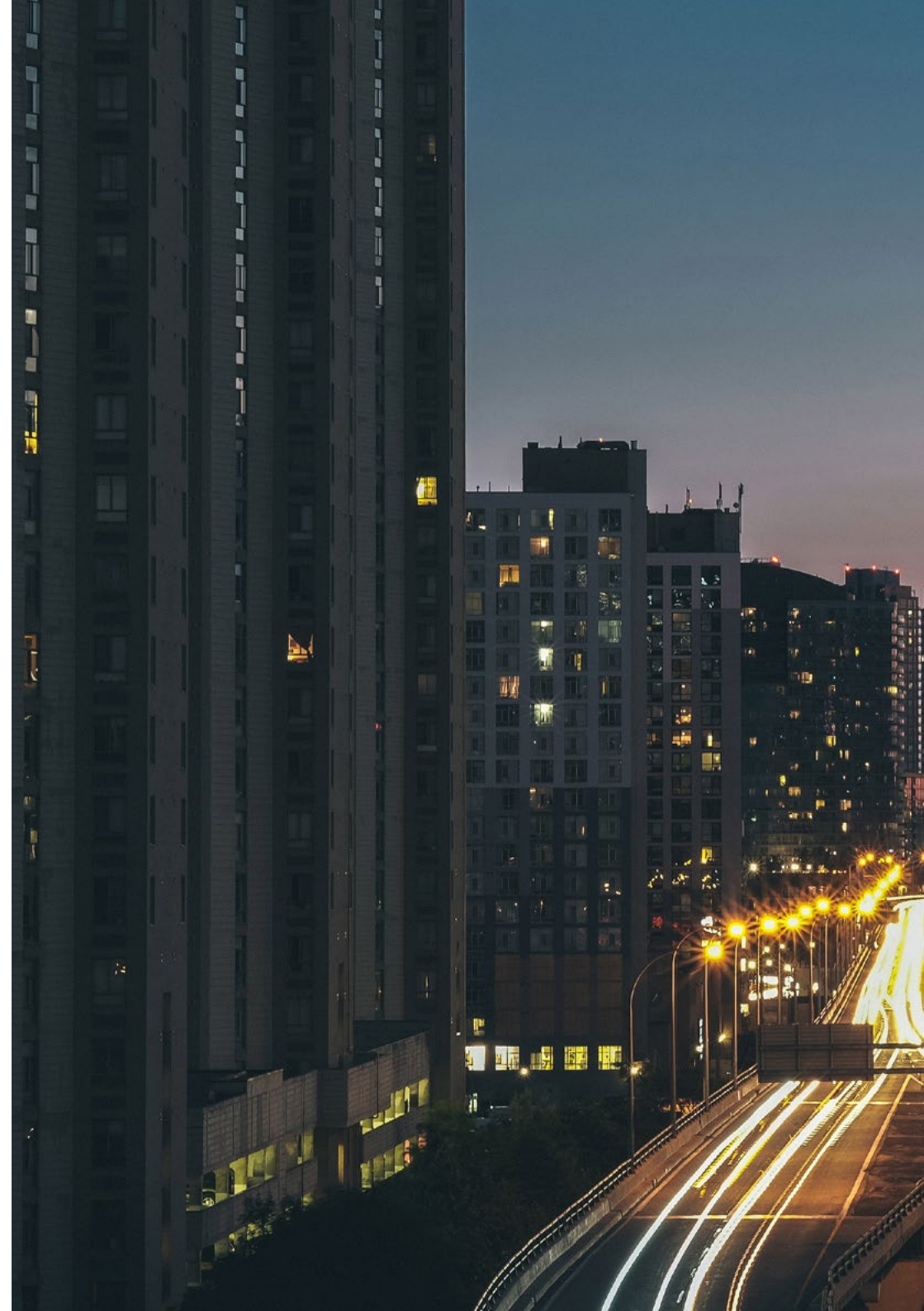
Country	City
Spain	La Coruña

Address: Centro Comercial Los Rosales. Local 13A. Ronda de Outeiro 419. 15011-A Coruña

A multimedia local communication project that includes television and radio.

Related internship programs:

- Radio Journalism
- Sports Journalism





“

Boost your career path with holistic teaching, allowing you to advance both theoretically and practically"

08

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



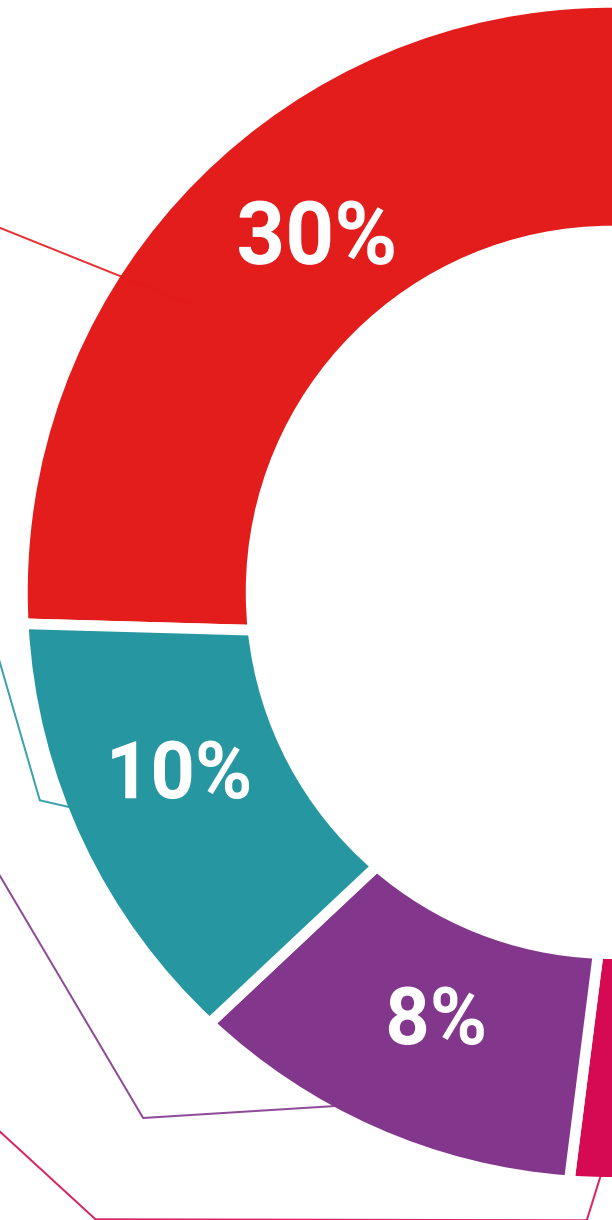
Practising Skills and Abilities

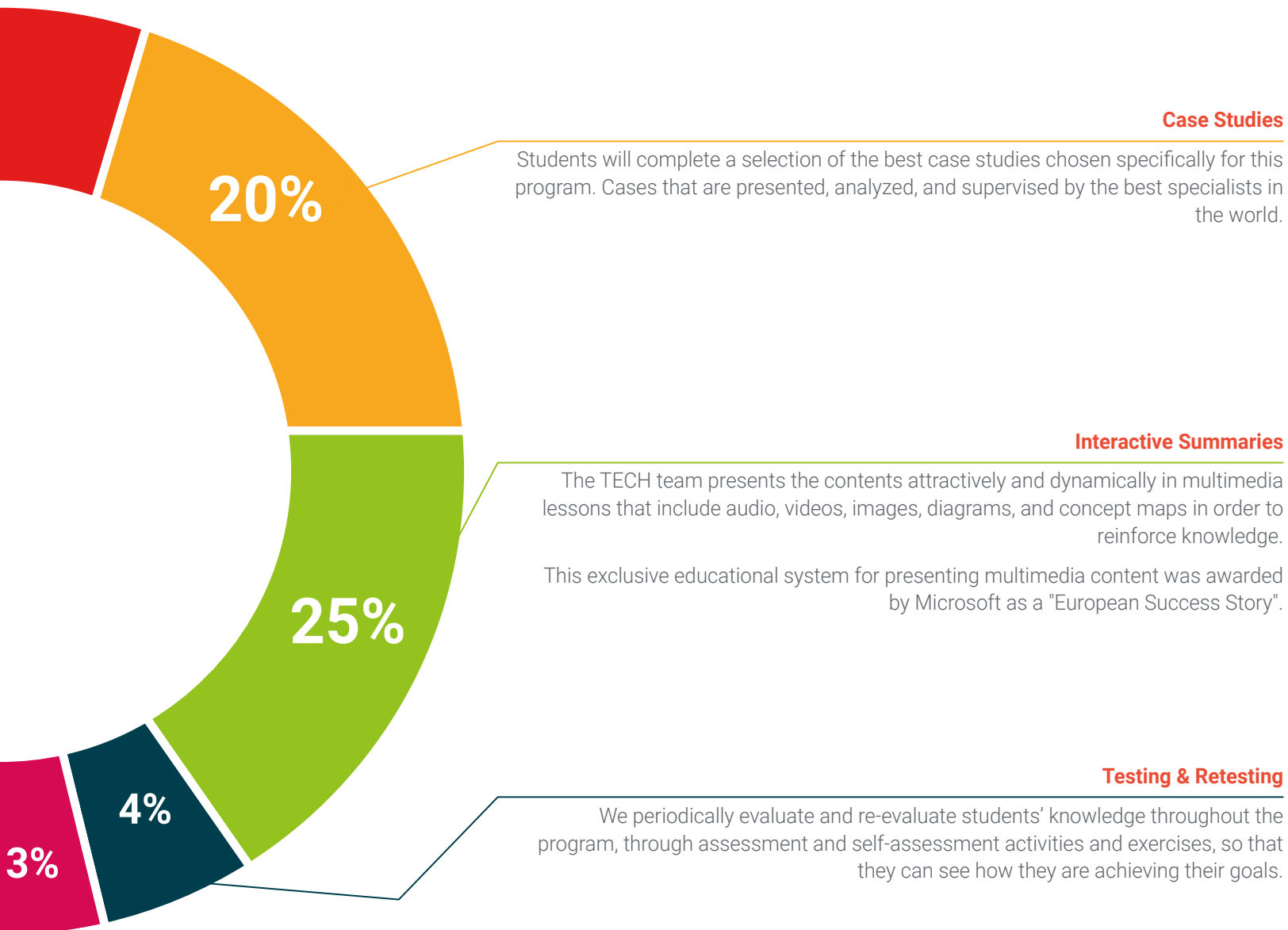
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.



**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



09

Certificate

The Professional Master's Degree in Radio Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Technological University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Hybrid Professional Master's Degree in Radio Journalism** contains the most complete and up- to-date program in the professional and academic field.

After the student has passed the assessments, they will receive their corresponding Hybrid Professional Master's Degree diploma issued by TECH Technological University via tracked delivery*.

In addition to the Certificate, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

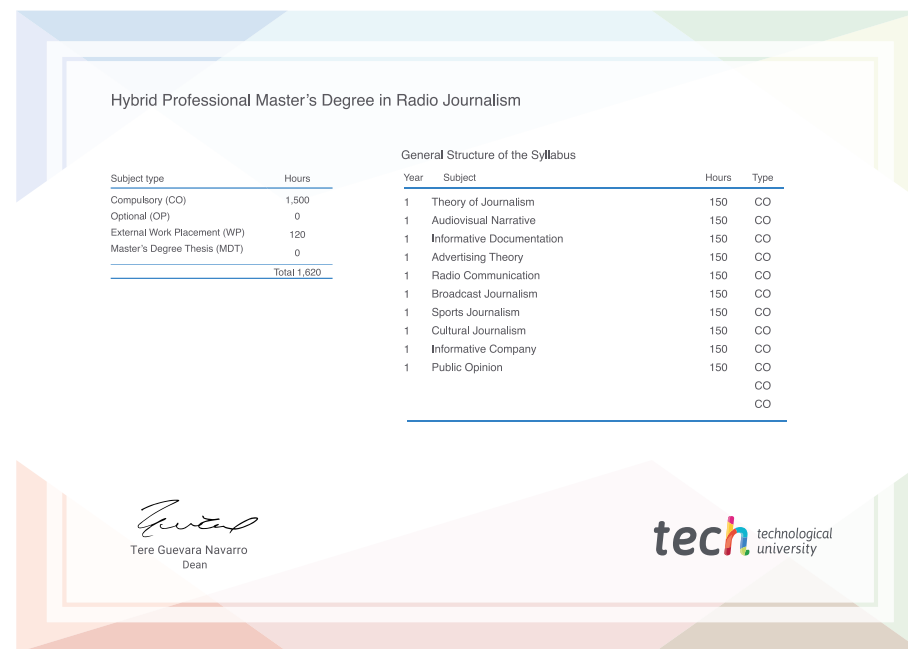
Title: **Hybrid Professional Master's Degree in Radio Journalism**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



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community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom



Hybrid Professional Master's Degree

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Hybrid Professional Master's Degree

Radio Journalism