

Postgraduate Certificate Communication in Diversity





Postgraduate Certificate Communication in Diversity

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/communication-diversity

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01

Introduction

Communication of the different sectors of professional information requires journalists to have specific knowledge in the different contexts. In the case of diversity, delicate elements are involved that require very specific understanding in order to be able to work with knowledge on the different topics and, above all, to be able to build an open and tolerant social conscience through journalistic communication.





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Diversity communication requires experienced professionals to transmit messages efficiently, with quality and accuracy”

Communication encompasses different general concepts that seek to transmit ideas, realities, teaching techniques and even moral values through the power of words. The diversity that can be found in communication is surprising, so the professional will need specific up-to-date knowledge that will allow them to understand the different ways of communicating

In this aspect, the role of the journalist is fundamental given that it is the first channel of communication between society and its cultural diversity, highlighting each of the different groups that compose it.

Therefore, in order for the journalist to be able to develop communicatively, they must know the different cultures and diversities that comprise a society, so that they can establish open channels of opinion so that each person living in society can feel represented by their work.

This is a 100% online program, with first-hand audiovisual material created by experts in the field in order to provide the best tools. Another particularity of the program is that it can be accessed from any mobile device with an internet connection, which means that the student does not have to travel to any on-site center.

This **Postgraduate Certificate in Communication in Diversity** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical cases presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Autonomous learning: full compatibility with other occupations
- ♦ Practical exercises for self-evaluation and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Supplementary documentation databases are permanently available, even after the program



The experience of a solvent and expert university is available to you in this complete program"

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A Postgraduate Certificate supported by the best technology, which will allow you to learn in a fluent and efficient way”

Our teaching staff is made up of practising specialists. A multidisciplinary team of trained and experienced professionals in different environments, who will develop the theoretical knowledge efficiently, but, above all, will contribute the practical knowledge derived from their own experience to the program.

This mastery of the subject matter is complemented by the effectiveness of the methodological design, developed by a multidisciplinary team of e-learning experts who integrate the latest advances in educational technology.

In order to achieve success in this program, the professional will have the help of an innovative interactive video system, through which they will be able to put into practice the telepractice and *learning from an expert* systems. A concept that will allow them to integrate and fix learning in a more realistic and permanent way.

An exciting educational process that will allow you to work in one of the most dynamic and exciting areas of current journalism.

With professors who are experts in this area of work, this program is a unique opportunity for professional development.



02

Objectives

The Postgraduate Certificate in Communication in Diversity is aimed at obtaining a higher degree of specialization that allows the journalism professional to develop their career in this area in an optimal way. For this purpose, we have developed the essential theoretical content that will provide students with the necessary knowledge and tools to transfer into practice, which will be developed intensively throughout the program.





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Include in your CV the knowledge and skills required to work in Communication in Diversity in any form of media”



General Objectives

- Analyze the discrimination factors of collectives in societies
- Identify patterns of discriminatory information in information published by the media
- Determine how best to provide ethical and respectful information without losing the value of professional objectivity



Realistic and achievable objectives that will allow you to change your professional future with a much more competitive CV and professional profile”





Specific Objectives

- ♦ Identify the factors of discrimination of groups in the media, and discern whether they are provoked or unintentional
- ♦ Determine the basis for inclusive communication
- ♦ Analyze the evolution of the media as an opportunity to advance the modes of informative language
- ♦ Visualize the role of women in the mainstream media, both internally as journalists and in the way they are treated in the news
- ♦ Identify the racist biases that can occur within a publication
- ♦ Examine the assignment of space to disadvantaged groups
- ♦ Assume the social responsibility of journalists as informers of the public in order to evolve towards a better professional practice

03

Course Management

The Postgraduate Certificate in Communication in Diversity has an added value that stands out from any other similar specialization: The teachers who make up the team of professors know, first hand, the real workings of political communication. For this reason, an informative program has been prepared with a special focus on professional development from a perspective that is fully adjusted to the reality of the sector.



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Learning first hand from experts in the subject is the best way to learn how to act with confidence in your work as a political journalist”

Management



Mr. Hernández De La Morena, Marcos

- ◆ Positions: Journalist specialized in political communication
- ◆ Graduate in Journalism from Complutense University of Madrid-CU Villanueva
- ◆ Master's Degree in Advanced Studies in Political Communication from the Complutense University of Madrid
- ◆ Analyst and columnist from the perspective of Political Communication in parallel voice
- ◆ Economic editor specialized in sourcing journalism and data analysis at La Tribuna de Automoción
- ◆ Web editor, SEO analyst, and Community Manager at Expansión Newspaper
- ◆ Press officer for the Escudería El Piélago sports club, with web and print content creation, press release writing, Community Manager, cover designer, photo, video and poster editor
- ◆ Press collaborator at Juventudes Socialistas de España
- ◆ Broadcaster and reporter for Cadena SER (head of Castilla-La Mancha)

Professors

Ms. Dominguez Liaño, Sara

- ◆ Positions: Advisory member of the Ministry of the Presidency of the Government of Spain
- ◆ Degree in Political Science from Carlos III University, Madrid (UC3M)
- ◆ Postgraduate Diploma in International Crisis Prevention and Management from the Carlos III University (UC3M)
- ◆ Technician Socialist Parliamentary Group of the Assembly of Madrid
- ◆ Participant in Think Tank Common Action Forum
- ◆ Postgraduate Diploma in International Crisis Prevention from the UC3M
- ◆ She will present her thesis on the Master's Degree in Peace, Security and Defence of the Gutiérrez Mellado University Institute



04

Structure and Content

The contents of this specialization have been developed by the different teachers on this program with a clear purpose: To ensure that our students acquire each and every one of the skills required to become true experts in Communication in Diversity. The content of this program enables you to learn all aspects of the different disciplines involved in this area: A complete and well-structured program that will take you to the highest standards of quality and success.



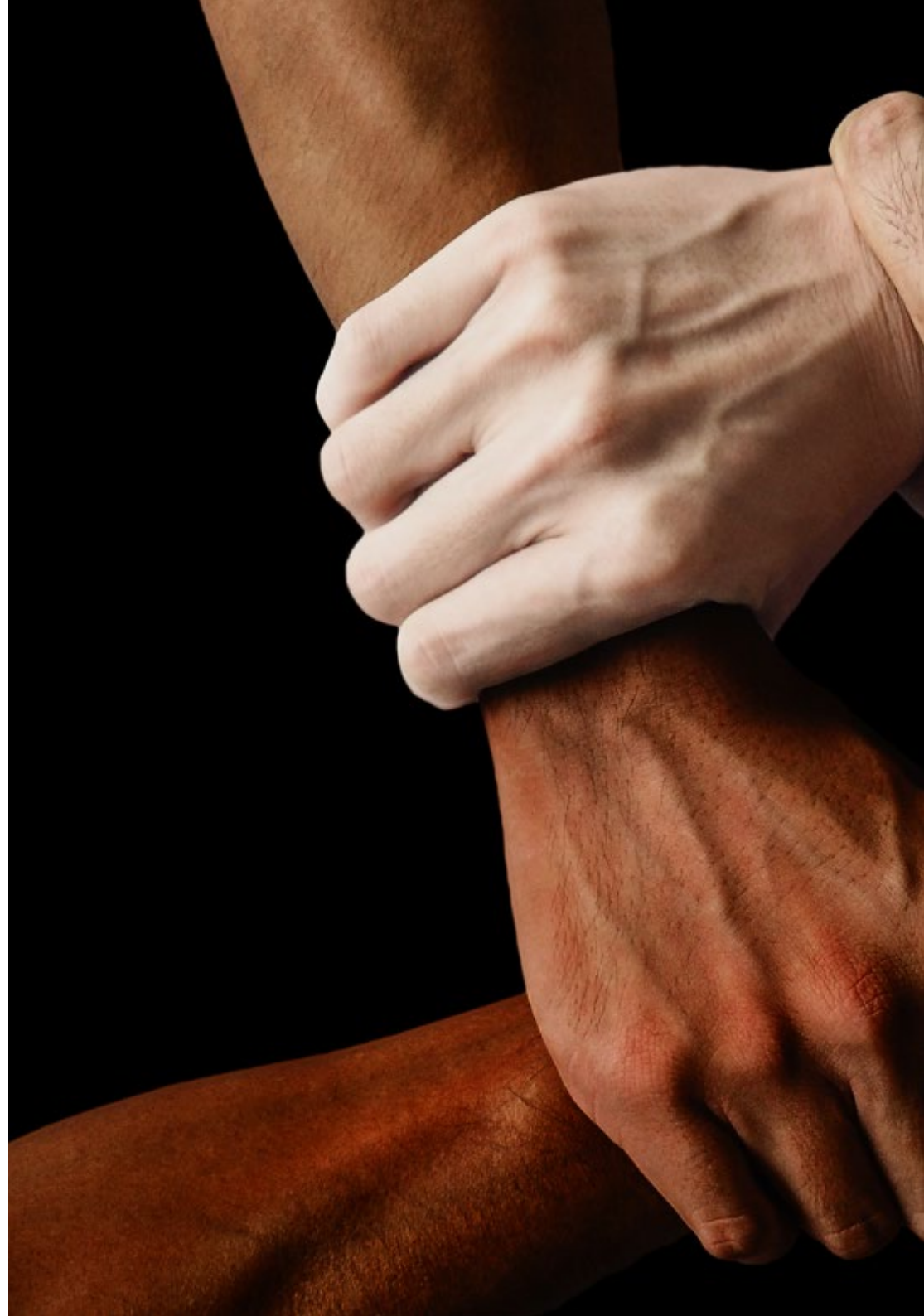


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A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"

Module 1. Communication in Diversity and Gender

- 1.1. Communication and Diversity. A Conceptual Approach
 - 1.1.1. Does Discrimination Exist in the Media?
 - 1.1.2. Invisibilization is Also Discrimination
- 1.2. Inclusive Communication
 - 1.2.1. Integration and Inclusion
 - 1.2.2. Why Is It Important?
- 1.3. The Evolution of Language in Media
 - 1.3.1. Changes in Communication
 - 1.3.2. From Homogeneity to Heterogeneity
- 1.4. Regulation on Diversity in Political Communication
 - 1.4.1. Limits of Expressionism Freedom
 - 1.4.2. Types of Regulations
- 1.5. Political Women in the Media
 - 1.5.1. The Glass Ceiling in Communication
- 1.6. Media Treatment of Sexual and Gender Diversity
 - 1.6.1. Beyond Stereotypes
- 1.7. Racism and Cultural Diversity
 - 1.7.1. From Omission to Disqualification
 - 1.7.2. When do I Belong?
- 1.8. Social Movements visibility
 - 1.8.1. The Value of Visibility
 - 1.8.2. Coexistence in Public Spaces
- 1.9. Takeover of Media Spaces
 - 1.9.1. The Assignment of Spaces for Vulnerable Groups
 - 1.9.2. The Importance of Taking Space
- 1.10. Good Practice Guides
 - 1.10.1. Social Responsibility of the Media
 - 1.10.2. Good Practices for Professionals





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*Learn to create and decipher
Communication in Diversity
with the skills of a highly
competent professional”*

05

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.



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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.

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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.



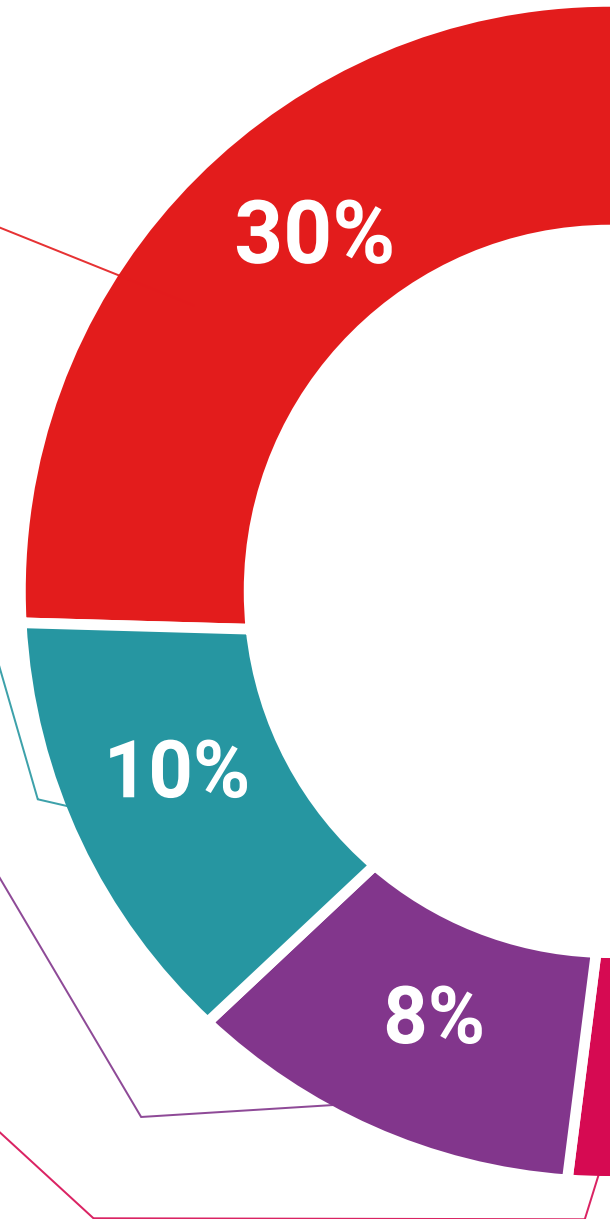
Practising Skills and Abilities

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.



06

Certificate

The Postgraduate Certificate in Communication in Diversity guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Communication in Diversity** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Communication in Diversity**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
online training
development language
virtual classroom



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