

Postgraduate Certificate Economic Journalism in Audiovisual Media





Postgraduate Certificate Economic Journalism in Audiovisual Media

- » 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/economic-journalism-audiovisual-media

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01

Introduction

The economy is one of the fields that receives the most journalistic coverage, due to its scope and the fact that in most cases it involves other areas such as politics, sports, among others. One of the media that most promotes news and economic articles is the audiovisual media, which is why there is currently a demand for journalists with these skills. Therefore, TECH has created this 100% online program for professionals who wish to expand their knowledge in the realization of notes, reports and interviews of the economy, for audiovisual media, all presented through technological tools, exercises based on practical cases and with the Relearning methodology.





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Work as an Journalist specialized in Economic Information by correctly managing the tools specific to this sector which you will learn about in this program”

The creation of journalistic products for media such as radio, television or the Internet requires extensive skills, because each piece must contain rigorous, accurate and innovative information. In this regard, one of the areas that requires the most care is the economy. Economic journalism for audiovisual media should be studied from the point of view of how the information is transmitted and what is to be made known. Therefore, it is necessary to resort to an exhaustive training with an approach such as the one TECH Technological University offers here.

This program will highlight the differences in economic information on television, radio and Internet, will delve into the data that are newsworthy according to the media where they will be disseminated and, above all, will delve into how this information should be transmitted according to the journalistic genre used. In addition, the different journalistic genres that can be used, such as news, reports, interviews, etc., will be explained.

This is a 100% online course, with audiovisual resources and Relearning methodology, based on experiential learning and leaving behind the conventional educational model. It should be noted that the professional will not need to go to on-site centers and will be able to pursue his or her degree from any device with an Internet connection.

This **Postgraduate Certificate in Economic Journalism in Audiovisual Media** contains the most complete and up-to-date program on the market:

- ♦ The development of practical cases presented by experts in Economics Journalism
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



This Postgraduate Certificate in Economic Journalism in Audiovisual Media will give your professional career a boost towards excellence”

“

A complete learning that will allow you to apply another way of working that will mark a before and after in the quality of your work in the economic area”

The team of professors of the Professional Postgraduate Certificate in Economic Journalism in Audiovisual Media has extensive experience in teaching at the university level, both in postgraduate and graduate programs. In addition, they offer to the in Economic Journalism in Audiovisual Media their vision as active professionals, which allows them to know, first hand, the deep transformation that the communication sector is undergoing.

The methodology of the programs offered at TECH Technological University, in online format, allows students to break down the barriers imposed by work obligations and the difficult balance between work and personal life. Attending face-to-face classes is practically impossible for those who are involved in the daily demands of work. That is why this Professional Postgraduate Certificate is the quality answer to your educational needs.

All this educational compendium makes this Postgraduate Certificate a program that compiles all the aspects that are relevant and essential to turn the Journalism professional into a true expert in the fields related to this type of information.

An exceptional opportunity to study with a high-quality program and the prestige of the largest online university in the world.

Be part of one of the most interesting sectors of journalism today with the security of the world's largest online university in Spanish.



02

Objectives

The Postgraduate Certificate in Economic Journalism in Audiovisual Media allows the Journalism professional to learn all the resources, the communicative modes and the tools of economic information in the Audiovisual Media. For this purpose we have developed the essential theoretical content that will enable you with the knowledge and tools necessary to move on to practice, which will be developed intensively throughout the program.



Australia

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England

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Become a specialist in economic information in the Audiovisual Media and boost the competitiveness of your resume”



General Objectives

- Analyze the important differences that the journalist must take into account when preparing an economic information according to the media in which it will be published
- Provide advanced knowledge so that the Journalist specialized in Economic Journalism and audiovisual media can elaborate each of the journalistic genres to be used, showing daily work tools



Our goal is simple: to offer you a high quality program, with the most developed teaching resources so that you achieve the best results with little effort"





Specific Objectives

- ♦ Discern the journalistic genre to be addressed the professional at any given moment and the language to be used in each of them
- ♦ Show how to elaborate and prepare information so that it is accessible to the general public using specific tools
- ♦ Approach the student in SEO positioning and the use of Keywords for economic information

03

Course Management

The Postgraduate Certificate in Economic Journalism in Audiovisual Media is taught by expert journalists who will provide students with an updated and close vision of the profession. For this reason, an educational program has been developed with a special focus on professional development from a perspective that is fully tailored to the reality of the sector.



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*Get ready to be part of today's
dynamic and in-demand profession”*

Management



Dr. Ronda Iglesias, Javier

- ♦ Journalist in charge of " Events and Courts" at Canal Sur Radio
- ♦ President of the Management Board of the Press Association of Campo de Gibraltar
- ♦ Associate Professor at the Faculty of Communication of the University of Seville
- ♦ Researcher
- ♦ Author of the book Vecino de Guardia, Tricornio de Guardia and Manual de Periodismo Judicial of the University of Seville
- ♦ PhD in Journalism and Communication from the University of Sevilla
- ♦ Degree in Information Sciences University of Seville
- ♦ Law Degree Studies at the Ouberta University of Cataluña
- ♦ He received the Honorary Soldier Distinction from the UME, Military Emergency Unit of the Ministry of Defence. Morón de la Frontera Base, Sevilla
- ♦ National award of the Civil Guard in the modality of radio
- ♦ Member of: Seville Press Association, FAPE and Association of Legal Communicators and Informers



Dr. Campra García de Viguera, Marián

- ♦ Communications Director and Advisor
- ♦ Director of Communications of the Association of Chiefs and Managers of the Local Police of Andalusia, AJDEPLA
- ♦ Communication Director of the Casa de Galicia in Seville, Lar Gallego
- ♦ Director of Communication of the Aesthetic Clinic GOLDEN
- ♦ Director of Communications of the +21 Foundation
- ♦ Director of Communications of the National Federation of Fishermen's Guilds
- ♦ Communications Advisor at Unixa Abogados y Consultores
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Degree in Communication Sciences from Universidad Camilo José Cela, Madrid
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Summer Course "Image and Power of the Media"
- ♦ Speaker at the UNED of Ceuta as an expert in Communication Cabinets in the Conference "Gender Violence and the Media"

Professors

Dr. Martínez Leyva, Mónica

- ♦ Journalist Specializing in Audiovisual Media
- ♦ Reporter in the documentary program Centenarios in Canal Sur TV
- ♦ Reporter of reports and live reports for Andalucía Directo in Canal Sur TV
- ♦ Specialist in Digital Marketing and at Infoautónomos
- ♦ Editor at El Economista
- ♦ PhD in Journalism and Communication from the University of Seville
- ♦ Master's Degree in Institutional and Political Communication, at the University of Seville
- ♦ Postgraduate Diploma in Communication. from the University of Granada

04

Structure and Content

The syllabus has been prepared to boost the professional's learning in order to achieve the necessary competencies in the shortest time. The comprehensive content that will allow you to learn all aspects of the different disciplines involved in this field with the quality of a well-structured program that will lead you to the highest standards of quality and success.



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A broad program designed to provide an effective and fast learning experience, compatible with your personal and professional life”

Module 1. Economic Journalism in the Audiovisual Media

- 1.1. Economic Information in the Different Audiovisual Media
 - 1.1.1. Economic Information on Television, Radio and the Internet
 - 1.1.2. Formats and Keys in the Use of Language
 - 1.1.3. What Economic News is of interest
 - 1.1.4. Bibliography and "Webography"
- 1.2. Economic Information on Television: The News Program
 - 1.2.1. News in the News
 - 1.2.2. Direct Newscasts
 - 1.2.3. Bibliography and "Webography"
- 1.3. Economic Information on Television: the Magacín (News Magazine)
 - 1.3.1. Reports in the Magazine Program
 - 1.3.2. Direct Reports in the Magazine Program
 - 1.3.3. Direct
 - 1.3.4. Direct with Interview
 - 1.3.5. Bibliography and "Webography"
- 1.4. Other Formats for Reporting on Economics on Television
 - 1.4.1. In-Depth Reporting
 - 1.4.2. Queues
 - 1.4.3. Queues + Total
 - 1.4.4. Battery of Totals
 - 1.4.5. Bibliography and "Webography"
- 1.5. Presence of Economic Information in Radio
 - 1.5.1. Media and Reference Programs
 - 1.5.2. How the Piece on Economic Information is Elaborated for the Radio
 - 1.5.3. The Importance of a Correct Locution
 - 1.5.4. Bibliography and "Webography"
- 1.6. Economic Journalism on the Internet
 - 1.6.1. Financial Portals and Specialized Digital Newspapers
 - 1.6.2. The Writing of Economic News in an Online Media
 - 1.6.3. Bibliography and "Webography"





- 1.7. Economic Journalism at the Service of Companies
 - 1.7.1. Content Marketing and Specialized Pages
 - 1.7.2. The Case of Infoautónomos
 - 1.7.3. Economic Information and Branded Content: Webinars and e-Books
 - 1.7.4. Bibliography and "Webography"
- 1.8. The Writing of Economic Information According to SEO
 - 1.8.1. The Importance of Keywords
 - 1.8.2. Tools That Will Make Your Life Easier
 - 1.8.3. Bibliography and "Webography"
- 1.9. Tourism as an Engine of Economic Information I
 - 1.9.1. Facts and Figures that Demonstrate its Close Linkage
 - 1.9.2. What Data of the Sector Reaches the Audiovisual Media
 - 1.9.3. How is the Economic Information Coming from the Tourism Sector Transmitted?
 - 1.9.4. Bibliography and "Webography"
- 1.10. Tourism as an Engine of Economic Information II
 - 1.10.1. The Monument of the Alhambra as a Generator of Economic Information
 - 1.10.2. Sierra Nevada and its Figures
 - 1.10.3. Bibliography and "Webography"



A complete training that will take you through the knowledge you need to compete among the best"

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 Economic Journalism in Audiovisual Media 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 Economic Journalism in Audiovisual Media** 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 Economic Journalism in Audiovisual Media**

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
development language
virtual classroom



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