

# Postgraduate Certificate

## Photojournalism: Ethics and Image Rights





## Postgraduate Certificate

### Photojournalism: Ethics and Image Rights

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Official N° of hours: **150 h.**

Website: [www.techtitute.com/in/journalism-communication/postgraduate-certificate/photojournalism-ethics-image-rights](http://www.techtitute.com/in/journalism-communication/postgraduate-certificate/photojournalism-ethics-image-rights)

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# 01

# Introduction

Media photographs must be truthful and respectful. Because of this, any behavior of manipulation or violation of the individual's image rights is condemned. The photojournalist must be fully up to date in this field in order to practice legally and with personal ethics. This provides all the keys that the student needs in this field of fundamental interest.





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*A complete program of the fundamentals of journalistic ethics and its application in the new scenarios that the use of the Internet, especially the networks, have determined"*

Photojournalistic ethics constitutes, within the science of communication, a complex field of great interest for specialists and citizens. The limits of the image are not as well studied as the written ones, which is why, throughout history, confrontations have always arisen on this subject.

With the advent of the Internet, it is almost impossible to control the flow of photographs and the so-called "citizen witness" has free hand to publish any image.

Therefore, determining the limits that an informative image should not exceed requires an analysis of the values of the individual and of society, and it is important to assess the extent to which information takes precedence.

In this module, photojournalistic ethics are approached from different perspectives through real cases. This will make it possible to differentiate between various debates: the manipulation of the image, the rights of the individual and the sensitivity of the viewer.

Clarifying certain expert positions on the most controversial subjects helps to build up an idea of what is or is not allowed in photographs that deal with children, immigrants or situations of humanitarian crisis or conflict.

Discovering the cases of editing and intentionality in taking photos conforms a scheme of data that helps to better position oneself within a field that does not have stipulated norms. In addition, the presence of cases that overcome the limits of the image (comics) opens a path of creativity and innovation in photography and ethics.

Finally, this module explains the property rights to learn how to use the image in a legal way and attributing the authorship of the projects.

This **Postgraduate Certificate in Photojournalism: Ethics and Image Rights** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The latest technology in online teaching software
- ♦ 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 course



*A thorough knowledge of the limits set by the legislation regarding the respect of the individual's image rights"*

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*With this program you will be able to recognize the criteria that are currently driving the professional debate on the right to inform and the limits that professional ethics impose on the use of images”*

The program's team has extensive experience in teaching at university level, both in undergraduate and graduate programs, and extensive experience as working professionals, which allows them to know, first hand, the profound transformation that this sector is undergoing, with the incorporation of new models of spectator or receiver of messages, control of networks, etc. Their direct experience, their knowledge, as well as the analytical capacity of the faculty are the best source to grasp the keys to the present and the future of a vocational and exciting profession for those who love sports and communication.

The Postgraduate Certificate own methodology, in online format, allows breaking the barriers imposed by work obligations and the difficult reconciliation with personal life.

All this compendium makes this program a specialization that compiles all the aspects that are relevant and essential to turn the professional into a true expert in this profession.

*Get up to date with the latest developments that have been introduced in studio work in recent times, incorporating the possibilities they offer into your images.*

*Master the use of digital and analog photography, LED lighting and other innovations with this hands-on program.*



# 02

# Objectives

The objective of this specialization is to offer our students a process of professional and personal growth that will propel them to the highest level of competence. With a learning structure designed for efficiency, you will be able to achieve your goals in just a few weeks of study, with the quality of a first-level specialization.





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*A complete program about the protection and legal limits in the use of images on the Internet, with a review of the criteria that professional ethics impose on the creation and publication of images"*



## General Objectives

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- Clarify the landscape of the debate
- Analyze the legal limits
- Identify the various ethical issues
- Present the main media cases



*Take advantage of the opportunity and acquire the tools to enhance your knowledge in this field"*





## Specific Objectives

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- ♦ Gain specialized knowledge on photo protection
- ♦ Analyze the treatment of the child
- ♦ Examine minority representation
- ♦ Differentiate between manipulation and intentionality and the different types of manipulation
- ♦ Clarify new ways of visual representation
- ♦ Recognize the difference between public interest and public interest as applied to the image (morbidity)

03

# Course Management

You will learn with the guidance and accompaniment of a high-quality faculty, experts in photojournalism and teaching, who will provide you with their help and support throughout the specialization. A compendium of skills that make up a teaching staff of the highest quality in an exceptional specialization.





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*During this intensive program you will have the best teachers, professionals in photojournalism and communication, who will provide you with the most up-to-date information on the current ethical and legal debate in this field"*

## Management



### Mr. Jon Sedano

- ◊ Degree in Journalism (2017)
- ◊ Master's Degree in Research and new audiences (2018)
- ◊ Autumn Doctoral School in Communication held at the University of Málaga (2019)
- ◊ Doctoral Summer School at the University of Alicante 2019
- ◊ Doctoral Summer School at the University of Navarra 2018
- ◊ Photojournalism Teacher at the University of Malaga
- ◊ Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of biological risk and health emergencies" at the XIV International Conference of the University of Malaga on Security, Emergencies and Catastrophes
- ◊ Teacher of the workshop "Fotoperiodismo" (photojournalism): Ethics in the face of desolation" at the 14th International Conference of the University of Malaga on
- ◊ Security, Emergencies and Disasters
- ◊ Professor of the workshop "Verification in the Digital Era: Hoax, fake news and disinformation" at the University of Malaga
- ◊ Professor of the workshop "Communication and micro-narratives through Instagram" at the University of Malaga
- ◊ Production of audiovisual educational guides: narrative, technical and legal planning
- ◊ Multimedia correspondent at Diario SUR
- ◊ Freelance at El País
- ◊ Director of the specialized media La Casa de EL
- ◊ Collaborator in Radio 4G
- ◊ Contributor to Radio Pizarra
- ◊ Article writer at ECC Ediciones
- ◊ Article writer at Dolmen magazine



## Professors

### Ms. Duque Serrano, Blanca

- ♦ Graduate in Journalism from the University of Malaga 2019
- ♦ Master's Degree in Media, Audiences and Practices Research
- ♦ Professionals in Europe (University of Malaga, 2019-2020)
- ♦ Lines of Research: Photojournalism teaching in Spain, photojournalistic ethics, photojournalistic verification
- ♦ Photojournalistic disinformation during the Covid-19 pandemic at the XII International Congress of Cyberjournalism (University of the Basque Country 2020)
- ♦ Intern in the Quality Department of the University of Malaga, academic year 2018-2019
- ♦ Intern in the Department of Journalism at the University of Malaga, academic year 2019-2020

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*Learn to manage essential values that will determine the life of your images: social sensitivity, individual rights or protection against manipulation of images"*

# 04

# Structure and Content

The syllabus has been created in a conscientious way to achieve the greatest compilation of up-to-date knowledge in the legal and ethical areas that apply to the realization and use of journalistic photographs on the Internet. A study structured in a practical and efficient way to allow our students to advance in a methodical way to achieve its complete acquisition.





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*A complete review of the legislation that applies to the use of the image and the protection of the rights of the individual in this field, and of the criteria that professional ethics impose on photojournalism professionals"*

## Module 1. Image Rights in Photojournalism

- 1.1. The Limits of Photography
  - 1.1.1. Introduction to the Concept
  - 1.1.2. Historical Cases
  - 1.1.3. "Citizen Witness": Does Anything Go on the Internet?
- 1.2. The Code of Conduct
  - 1.2.1. Writing as a Pivot: Unspecified Photography
  - 1.2.2. Public Interest or Interest of the Public
  - 1.2.3. Money before Ethics: Morbidity
  - 1.2.4. Sexualize
  - 1.2.5. Correcting Errors
- 1.3. Manipulation
  - 1.3.1. Edition
  - 1.3.2. Temporal
  - 1.3.3. Case Studies
- 1.4. Image Rights
  - 1.4.1. Dignity
  - 1.4.2. Case Studies
- 1.5. The Eternal Debate: To Show the Reality or Sensitivity of the Viewer
  - 1.5.1. Information or Spectator Protection
  - 1.5.2. Economic Interests of the Media
  - 1.5.3. Expert Opinions
  - 1.5.4. Case Studies
- 1.6. Children in Images
  - 1.6.1. Child Protection
  - 1.6.2. When Information Takes Priority: The Aylan Case



- 1.7. Immigrants
  - 1.7.1. Presentation of a Minority
  - 1.7.2. Case Study: Bauluz-Espada
- 1.8. Intentionality of the Image
  - 1.8.1. Manipulation in Taking the Photograph
  - 1.8.2. Selective Focus
  - 1.8.3. Shots
  - 1.8.4. Angles
  - 1.8.5. Characters
  - 1.8.6. Color
  - 1.8.7. Selection of Agency Images
  - 1.8.8. Literacy: Aesthetic Dimension: The Need to Be Critical in the Face of the Image
- 1.9. Security Forces
  - 1.9.1. Historical Cases
  - 1.9.2. Ethical and Safe Guide to Palika Makam
- 1.10. Copyright
  - 1.10.1. Know Properties Rights
  - 1.10.2. Consistent Use of Other People's Work
  - 1.10.3. Photography Protection



*A truly exceptional program which will boost your competitiveness in the job market"*

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.



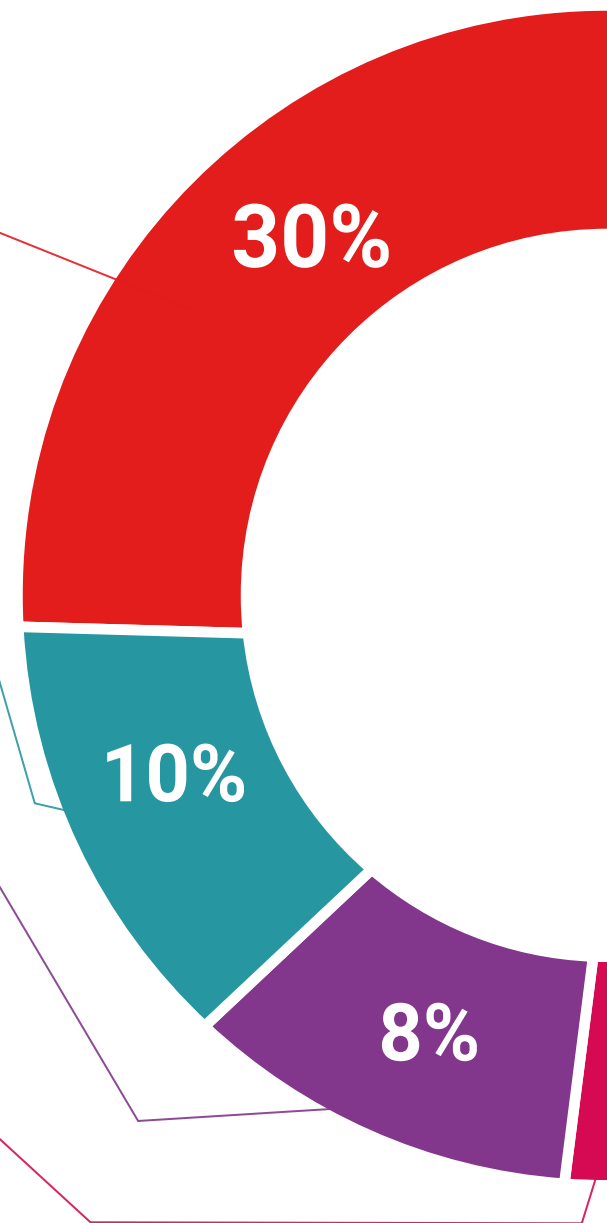
### Practising Skills and Abilities

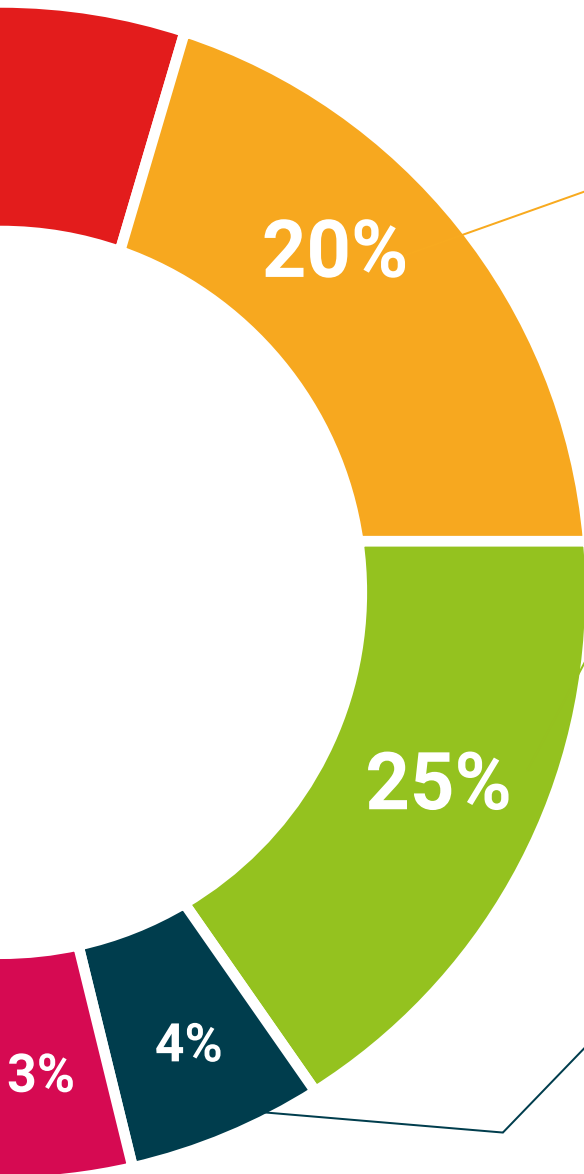
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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

This Postgraduate Certificate in Photojournalism: Ethics and Image Rights guarantees students, in addition to the most rigorous and updated education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Postgraduate Certificate in Photojournalism: Ethics and Image Rights** 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 certificate 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 Photojournalism: Ethics and Image Rights**

Official N° of hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate 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 quality  
online training  
development languages  
virtual classroom



## Postgraduate Certificate

### Photojournalism: Ethics and Image Rights

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

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