

# Postgraduate Certificate

## Structure of the Audiovisual System





## Postgraduate Certificate

### Structure of the Audiovisual System

- » 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/structure-audiovisual-system](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/structure-audiovisual-system)

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# 01

# Introduction

We offer you a high-level educational course that will allow you to learn, in an extensive and complete way, the structure of the audiovisual system. A program that will help you to take your products to the final goals to reach your audience. This program offers you to the most complete qualification, in a program of the highest quality; the hallmark of all TECH programs.





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*The structure of the audiovisual system and its processes, in a program designed to optimize your effort to the maximum”*

This complete course will give you access to the contents related to the structure of the audiovisual system. A complete tour that will lead you to know how an industry is organized in its different phases, in a very specific way. Knowing each one of them will allow you to act correctly in the tempestuous path that leads from the original idea of a production to its exhibition and consumption. And of course, to its amortization.

Learn everything you need to intervene safely in all work contexts that you may encounter in this program. With the confidence of a university of international prestige.



*All the aspects that the audiovisual professional should know about the structure of the audiovisual system"*

This **Postgraduate Certificate in Structure of the Audiovisual System** offers you the advantages of a high-level scientific, teaching, and technological course. These are some of its most notable features:

- » 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
- » Availability of content from any device, fixed or portable, with Internet connection
- » Complementary documentation banks permanently available, even after the course

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*A contextualized and real educational program that will allow you to put your learning into practice through new skills"*

Our teaching staff is made up of working professionals. In this way, we ensure that we provide you with the training update we are aiming for. A multidisciplinary team of professors trained and experienced in different environments, who will cover the theoretical knowledge in an efficient way, but, above all, will put the practical knowledge derived from their own experience at the service of the course: one of the differential qualities of this course.

Acquiring a good command of the subject is complemented by the effectiveness of this course's methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. This way, you will be able to study with a range of comfortable and versatile multimedia tools that will give you the operability you need in your training.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, we will use telepractice: with the help of an innovative interactive video system, and learning from an expert, you will be able to acquire the knowledge as if you were actually dealing with the scenario you are learning about. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*A complete and efficient program, of high interest for the professional in this field.*

*A practical and real course that will allow you to advance gradually and safely.*



# 02

# Objectives

The objectives we propose in each of our educational programs are focused on achieving a global impulse to the development of our students, not only in the academic field, in which we set the highest quality standards, but also in the personal field. To this end, we offer you a stimulating and flexible development that allows you to achieve the satisfaction of completing your goals effectively.







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*Learn in an efficient and stimulating way  
and achieve your professional goals with the  
quality of a course of great formative impact”*



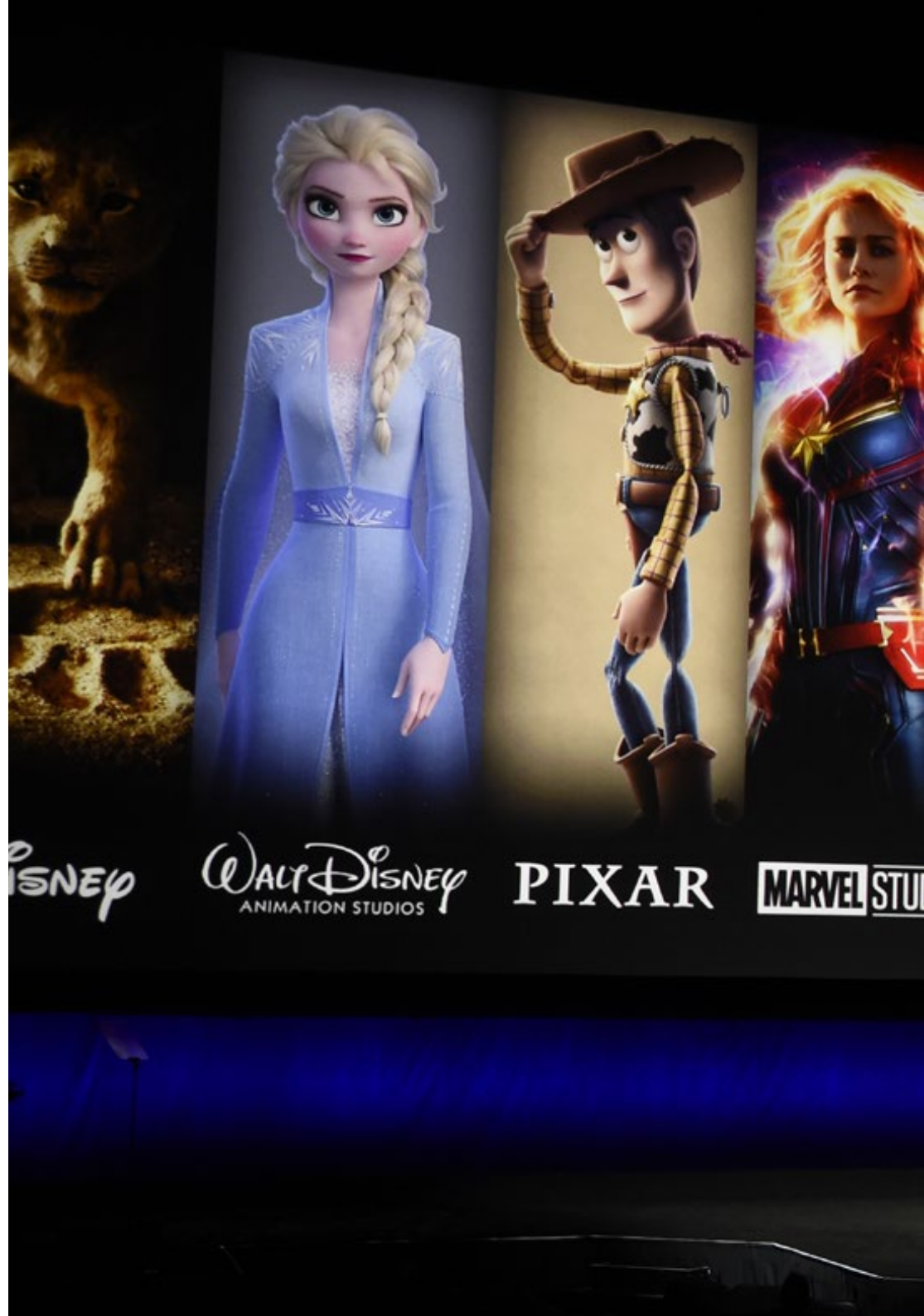
## General Objectives

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- » Know the structure of the audiovisual system
- » Learn how new businesses are managed and configured in the contemporary landscape
- » Know how audiovisual content is managed and produced

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*A stimulating course that will keep you engaged thanks to its original and current approach”*





## Specific Objectives

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- » Know the basis of the functioning of the audiovisual system (to fix fundamental contents, to know the authors/texts worked on in each topic)
- » Acquire the capacity for theoretical and critical analysis of the organizational structures of audiovisual communication (understanding the main ideas, relating concepts and elements)
- » Study in depth the historical, economic-political, social and technological framework in which audiovisual products are produced, distributed and consumed
- » Learn the nature and interrelationships between the subjects of audiovisual communication: authors, institutions, companies, media, supports and receivers
- » Identify current issues and debates concerning the audiovisual system

# 03

## Structure and Content

The Postgraduate Certificate is structured as a comprehensive tour through each and every one of the concepts required to understand and work in this field. With an approach focused on practical application that will help you grow as a professional from the very beginning of your training.



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*A comprehensive syllabus focused on acquiring knowledge and converting it into real skills, created to propel you to excellence”*

## Module 1. Structure of the Audiovisual System

- 1.1. An Introduction to Cultural Industries (C.I.)
  - 1.1.1. Concepts of Culture. Culture-Communication
  - 1.1.2. C.I. Theory and Evolution: Typology and Models
  - 1.1.3. Phases of Audiovisual Products
  - 1.1.4. Fundamental Agents
- 1.2. Film Industry
  - 1.2.1. Main Features
  - 1.2.2. Main Agents
  - 1.2.3. Feature Film Production Costs
  - 1.2.4. Film Financing: Private and Public Resources
- 1.3. Film Industry
  - 1.3.1. Hegemony of the U.S. Industry: The Majors
  - 1.3.2. Audiovisual Integration
  - 1.3.3. The Other Producers: Indies
- 1.4. Film Industry
  - 1.4.1. The Evolution of the Film Industry in Spain
  - 1.4.2. Film Regulation: State and Culture. Policies for the Protection and Promotion of Cinematography
  - 1.4.3. The Spanish Market: Main Players The ICAA
- 1.5. Television Industry I
  - 1.5.1. Emergence of a New Media The Role of the State
  - 1.5.2. Founder Models
  - 1.5.3. Sources of Financing
  - 1.5.4. Transformations
  - 1.5.5. Relationships between Cinema & TV
- 1.6. Television Industry II
  - 1.6.1. Advertising Television in the U.S
  - 1.6.2. Main Features
  - 1.6.3. Networks and Indies
  - 1.6.4. State Regulation





- 1.7. Television Industry III
  - 1.7.1. Public Service Television in Europe
  - 1.7.2. Main Features
  - 1.7.3. The Concept of Public Service
- 1.8. The Axes of Change
  - 1.8.1. Traditional Operating Windows
  - 1.8.2. Technologies
  - 1.8.3. Convergence Processes
  - 1.8.4. Deregulation or Reregulation Processes
  - 1.8.5. New Marketing Methods
  - 1.8.6. Supply Multiplication/Demand Segmentation
  - 1.8.7. Regulatory Discussion
- 1.9. Digital Terrestrial Television (DTT)
  - 1.9.1. Role of the State
  - 1.9.2. Founding Models and Experiences: U.S. United Kingdom, Spain
  - 1.9.3. Contents and Services
  - 1.9.4. New Distribution Methods: Multiplication of Dissemination Channels, New Financing Methods
  - 1.9.5. New Forms of Consumption: Audience Fragmentation
- 1.10. New Operators in the Audiovisual Landscape
  - 1.10.1. Over-the-top (OTT) Service Platforms
  - 1.10.2. Context in Which They Arise
  - 1.10.3. Consequences of its Appearance

“*Study at your own pace, with the flexibility of a program that combines learning with other occupations in a comfortable and real way*”

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.



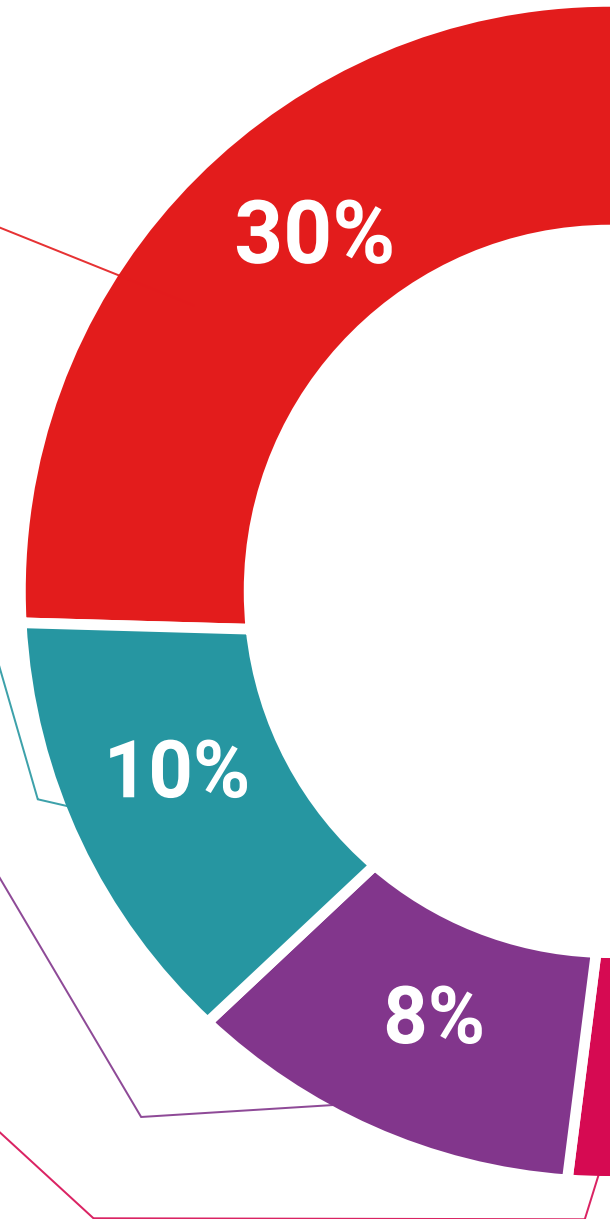
### Practising Skills and Abilities

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.



05

# Certificate

Through a different and stimulating learning experience, you will be able to acquire the necessary skills to take a big step in your training. An opportunity to progress, with the support and monitoring of a modern and specialized university, which will propel you to another professional level.





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*Include in your CV a Postgraduate Certificate in Structure of the Audiovisual System and gain the skills of an expert in this exciting area of work"*

This **Postgraduate Certificate in Structure of the Audiovisual System** contains the most complete and up-to-date scientific 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 through the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Postgraduate Certificate in Structure of the Audiovisual System**

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.



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