

Postgraduate Certificate Television Studies



Postgraduate Certificate Television Studies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/television-studies

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01

Introduction

Television, in addition to being a medium for entertainment and information, is a vast field of opportunity, allowing for a detailed exploration of each individual aspect. Studies can be diversified into topics such as production, editing, postproduction, ratings analysis, marketing, and many other areas. For this reason, TECH offers this program for journalism professionals to deepen their understanding of the television field and enhance their knowledge to advance their professional careers. This program is delivered in a 100% online format, allowing students to complete it without fixed schedules or cumbersome commuting.





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*We offer you the most comprehensive
and practical Television Studies program
on the online educational market”*

The complexity of the creative, technical and financial elements to be handled in television production makes this job one of the most stimulating in the industry and also one that requires highly specialized professionals. For this reason, industry professionals must be constantly updated, since being such a demanding field for the general public, it is necessary to be versatile in the use of the medium.

In addition to this, it must be taken into account that, being such a broad field of study, the tools and methods vary depending on the product to be worked on. Its variation and diversity mean that the professional has to be a versatile person to respond to any project that is carried out within the television industry.

This online Postgraduate Certificate in Television Studies will help journalism students to identify the demands of the sector and to respond to the needs of the public, allowing them to work in different areas of the television field. A digital program that does not require travel or face-to-face classes, with first-hand material to download to any mobile device with internet access.

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

- ♦ 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 practicing 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-assessment 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



A comprehensive program that combines the most academic perspective with its most practical application in Television Studies"

“*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 TECH ensures to offer you the updating objective it intends. A multidisciplinary team of professors trained and experienced in different environments, who will develop theoretical knowledge in an efficient way, but, above all, will bring their practical knowledge derived from their own experience to the course: one of the differential qualities of this training.

This mastery of the subject is complemented by the effectiveness of the methodology used in the design of this course. Developed by a multidisciplinary team of e-Learning experts, it integrates the latest advances in educational technology. In this way, students will be able to study with a range of convenient and versatile multimedia tools that will give them the operational skills they need for their qualification.

The design of this program is based on Problem-Based Learning: an approach that views learning as a highly practical process. To achieve this remotely, TECH will use telepractice: with the help of an innovative interactive video system and Learning from an Expert, the student will be able to acquire the knowledge as if they were facing the scenario they are learning at that moment. A concept that will allow students to integrate and memorize what they have learn in a more realistic and permanent way.

Learn quickly and effectively the different aspects of television production in a Television Studies program designed to train you in this field.

A practical and real program that will allow you to progress gradually and confidently.



02 Objectives

The objectives that TECH proposes in each of its programs are focused on achieving a global impulse to the development of its students, not only in the academic field, in which the highest quality standards are set, but also in the personal field. To this end, TECH offers a stimulating and flexible educational development that allows students to achieve the satisfaction of completing their goals in an effective manner.



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*Learn in an efficient and stimulating way
and achieve your professional goals with
the quality of a high-impact program”*



General Objectives

- ♦ Academically understand all aspects of television creation
- ♦ Explore all areas of interest in Television Studies and integrate them into your personal skills



Learn intensively and grow as a professional with the boost of top-level training"





Specific Objectives

- ♦ Understand and assimilate the television phenomenon from an academic perspective
- ♦ Learn the main theories and methodologies for studying television
- ♦ Apply different theories and analysis methodologies to the production of television works
- ♦ Understand the social function of television and its importance in understanding contemporary cultural change
- ♦ Conduct research in the field of Television Studies

03

Structure and Content

The syllabus of the program 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, allowing the student to grow as a professional from the very first moment of the 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. Television Studies

- 1.1. Television, Culture and Society
 - 1.1.1. Bourdieu and Television
 - 1.1.2. Television and Public Interest
 - 1.1.3. Television as a Generator of Collective Narratives (Creates, Models and Discloses Collective Identities)
- 1.2. Television Studies as an Academic Discipline I
 - 1.2.1. Problems, Trends and Prospects for Television Research in the International Context
 - 1.2.2. The Methodological Approach: Main Research Techniques Applied in Audiovisual Communication
- 1.3. Television Studies as an Academic Discipline II
 - 1.3.1. The Structure and Dissemination of Research in Television: Research Groups, Associations, Congresses, Scientific Journals and Impact Factor
- 1.4. Institutional Models of Television and Content Creation I
 - 1.4.1. Institutional Models of Television
 - 1.4.2. Television and Public Service(s)
 - 1.4.3. The Concept of Trash TV
 - 1.4.4. Models According to Legal Nature
 - 1.4.5. Models According to Your Product Definition
- 1.5. Institutional Models of Television and Content Creation II
 - 1.5.1. Institutional Model of Private Free-To-Air Television
 - 1.5.2. Institutional Model of Private Television with Restricted Access
- 1.6. Television as a Tool of History I. Television as a Tool for the Dissemination of History
 - 1.6.1. Study the History
 - 1.6.2. Methodology for Historical Research in Television
 - 1.6.3. The Role of Television Archives
 - 1.6.4. History and Historical Storytelling: The Role of Television
 - 1.6.5. Television as a History Popularizer (Popularizing History)



- 1.7. Television as a Tool of History II
 - 1.7.1. Television as a Source of History (Producing History)
 - 1.7.2. Television as a Transformer of History (Changing History)
- 1.8. Applied Television Studies
 - 1.8.1. Technological Dystopia on Television: Mr Robot (NBC, 2015-2019) and Black Mirror (Channel 4/Netflix, 2011-)
- 1.9. The Television Consumption Space
 - 1.9.1. Television and Fan Culture
 - 1.9.2. Fan Writing
- 1.10. Television and Collective Identity(ies)
 - 1.10.1. The Adolescent Universe on TV



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

04

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

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TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

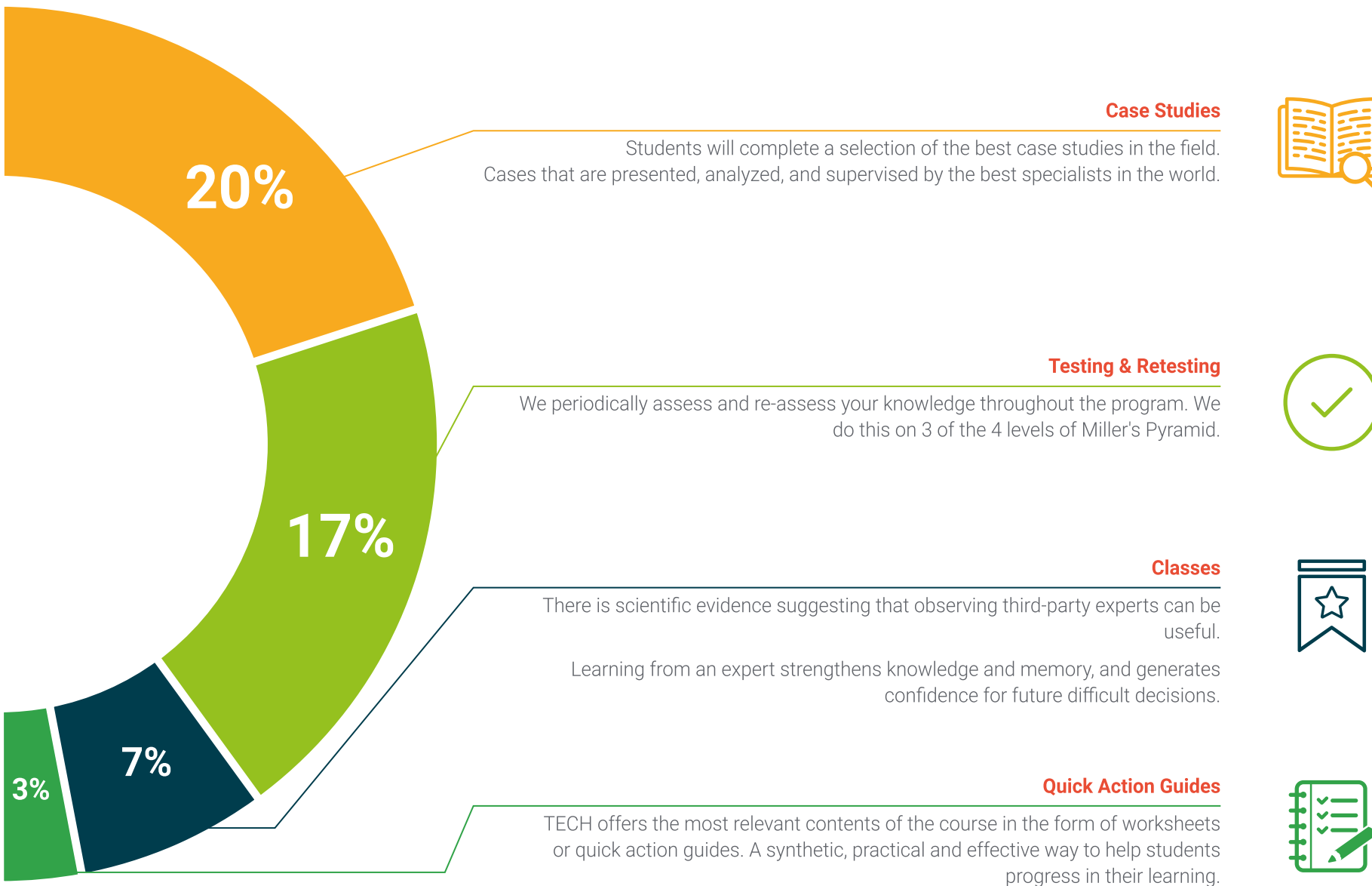
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





05 Certificate

This Postgraduate Certificate in Television Studies guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



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

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Television Studies** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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