

Postgraduate Diploma Specialized Journalism





Postgraduate Diploma Specialized Journalism

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-specialized-journalism

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Structure and Content

p. 12

04

Methodology

p. 18

05

Certificate

p. 26

01

Introduction

The Postgraduate Diploma in Specialized Journalism is designed for professionals in the sector to learn about the particularities of sports, cultural and television journalism. This is a formula to promote mastery, techniques and the most current trends in communication and journalism. Take advantage of the opportunity and become a professional with solid foundations through this academic program and the latest educational technology 100% online. Take advantage of the opportunity and become a professional with solid foundations through this academic program and the latest educational technology 100% online.





“

This Postgraduate Diploma in Specialized Journalism will allow you to develop all your knowledge about the creation and transmission of stories in a professional way”

Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained great prominence since its beginnings. Journalism encompasses different branches: social, cultural, economic, sports, international, events, conflicts, etc. This makes it necessary for professionals in this field to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. Specifically, this Postgraduate Diploma aims to teach students in Specialized Journalism. To do so, it is necessary to acquire a series of skills that allow you to put into practice all that has been learned.

The syllabus addresses all the particularities of sports and cultural journalism (origins, evolution, genres, formats, etc.) so that the students have a general idea of these two areas of journalism, which is both complete and of high quality. In addition, emphasis is also placed on television journalism.

This program is the most complete and directed for the professional in the field of Journalism and communication to reach a higher level of performance, based on the fundamentals and the latest trends in Specialized Journalism.

This **Postgraduate Diploma in Specialized Journalism** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Specialized 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
- ♦ The latest developments in Specialized journalism
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ A special emphasis on innovative methodologies in the field of the Specialized journalism
- ♦ The interactive learning system based on algorithms for decision-making on the situations posed in Specialized Journalism
- ♦ 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



Work with the best teaching professionals in this Postgraduate Diploma with curricular value of excellence"

“ *This Postgraduate Diploma is perfect for you to learn how to reach the public and transmit information in a truthful and credible way”*

Its teaching staff includes professionals belonging to the world of journalism, who bring to this program the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professionals must try to solve the different professional practice situations that arise throughout the program. To do so, the professionals will be assisted by an innovative interactive video system developed by renowned and experienced experts in the field of Specialized Journalism.

Don't miss the opportunity to increase your competence in the field of Journalism.

Learn the latest trends in Specialized Journalism and be the best in this field.



02

Objectives

This Postgraduate Diploma is aimed at professional journalists, so that they can acquire the necessary tools to develop in the field, learn about the latest trends and delve into the issues that are at the forefront of this area. Only with the proper preparation, journalists will be able to transmit what they want to transmit to their public.



“

This Postgraduate Diploma in Specialized Journalism will allow you to delve into such a broad field of communication”



General Objective

- ♦ Achieve the necessary knowledge to write and transmit information through different journalistic genres, in specific Journalistic genres such as sports and culture

“

Learn the necessary communication routines to generate creative processes that will lead you to success in your career”





Specific Objectives

Module 1. Sports Journalism

- Write sports journalistic pieces according to the specifications of the different informative (news), interpretative (chronicle, interview and report) and opinion (editorial, column, article, etc.) genres
- Know the ins and outs of the sports press
- Analyze sports programming on television
- Analyze trends in sports programming on television

Module 2. Cultural Journalism

- Understand the importance of culture in the field of journalism
- Analyze journalistic texts related to the cultural and artistic field
- Analyze cultural contents in different communication channels Write texts according to the different journalistic genres of information, interpretation and opinion, closely related to the dissemination of culture

Module 3. Television Journalism

- Know how to place communication in the context of the other social sciences
- Read and analyze specialized texts and documents on any relevant topic and know how to summarize or adapt them using a language or lexicon understandable to a majority audience
- Communicate and inform in the language of each of the traditional media (press, photography, radio, television), in their modern combined forms (multimedia) or new digital media (Internet), through hypertextuality
- Retrieve, organize, analyze, hierarchize and process information and communication
- Knowing and analyzing the organization of a television newsroom



03

Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, aware of the relevance of up-to-date training in order to deepen the area of knowledge, to perform professional quality work with the new tools available.





“

This Postgraduate Diploma in Specialized Journalism contains the most complete and up-to-date learning program on the market”

Module 1. Sports Journalism

- 1.1. The Sports Press
 - 1.1.1. Introduction
 - 1.1.2. Currently
 - 1.1.3. Quality
 - 1.1.4. Local Sports
- 1.2. Genres: From Paper to the Web
 - 1.2.1. Introduction
 - 1.2.2. Contextualization
 - 1.2.3. From Information to Opinion
 - 1.2.4. Main Elements to Elaborate Interpretive Pieces
 - 1.2.5. Skills of The Sports Journalist
- 1.3. Sports Programming on Television
 - 1.3.1. Introduction
 - 1.3.2. Evolution of Sports Programs on Television
 - 1.3.3. Trends
- 1.4. Trends and Formats in Radio Today
 - 1.4.1. Introduction
 - 1.4.2. The Radio
 - 1.4.3. New Radio Trends
- 1.5. The Power of Images in Sports Journalism
 - 1.5.1. Introduction
 - 1.5.2. Sport and Images
 - 1.5.3. The Image in Sports Journalism
- 1.6. New Digital Narratives in Sports Journalism
 - 1.6.1. Introduction
 - 1.6.2. New Multimedia Narratives
 - 1.6.3. The Mutation of Audio and Video
 - 1.6.4. Data Journalism
- 1.7. The Language of Sports Journalists
 - 1.7.1. Introduction
 - 1.7.2. Features
 - 1.7.3. Reference Works for its Study
 - 1.7.4. Responsibility and Proactive Attitude of the Journalist





- 1.8. Women's Sport and the Media
 - 1.8.1. Introduction
 - 1.8.2. Sport and Gender
 - 1.8.3. Women and Sports: Women's Sport
 - 1.8.4. Women in Sports Journalism
- 1.9. The Use of Social Networks in Sport
 - 1.9.1. Introduction
 - 1.9.2. The Use of Social Networks
 - 1.9.3. Consequences for Journalists and Media Professionals
 - 1.9.4. Consequences for Athletes and Amateurs
- 1.10. Towards a New Model of Communication Management in Sports Organizations
 - 1.10.1. Introduction
 - 1.10.2. The Role of Corporate Communication in Sport
 - 1.10.3. Actors in the Communicative Management of Sport
 - 1.10.4. Conclusions

Module 2. Cultural Journalism

- 2.1. Concept and Scope of Cultural Journalism
 - 2.1.1. Introduction: the Concept of Culture
 - 2.1.2. Art Cultural Information
 - 2.1.3. Cultural Information on the Performing Arts
 - 2.1.4. Film Cultural Information
 - 2.1.5. Music Cultural Information
 - 2.1.6. Cultural Information in Books
- 2.2. The Origins of Cultural Journalism
 - 2.2.1. Introduction
 - 2.2.2. The Origins of Cultural Information in the Press
 - 2.2.3. The Origins of Cultural Information in the Radio
 - 2.2.4. The Origins of Cultural Information in the Television
- 2.3. The Practice of Cultural Journalism
 - 2.3.1. Introduction
 - 2.3.2. General Considerations
 - 2.3.3. Factors of Interest and Evaluation Criteria for the Elaboration of Cultural Information

- 2.4. The Sources of Cultural Journalism
 - 2.4.1. Introduction
 - 2.4.2. General Sources of Cultural Information
 - 2.4.3. Specific Sources of Audiovisual Information on Culture
- 2.5. Genres in Cultural Information
 - 2.5.1. Introduction
 - 2.5.2. News
 - 2.5.3. Interview
 - 2.5.4. Chronicle
 - 2.5.5. Reporting
- 2.6. The Current Diversification of Cultural Information in the Press, Radio and Television
 - 2.6.1. Introduction
 - 2.6.2. Press Cultural Information
 - 2.6.3. Radio Cultural Information
 - 2.6.4. Television Cultural Information
- 2.7. Culture and Internet
 - 2.7.1. Introduction
 - 2.7.2. Culture and Internet
 - 2.7.3. Benefits of Culture
- 2.8. Cultural Marketing
 - 2.8.1. Introduction
 - 2.8.2. Cultural Marketing
 - 2.8.3. How is Cultural Marketing Carried Out?
- 2.9. Image Analysis
 - 2.9.1. Introduction
 - 2.9.2. Theoretical and Methodological Approach to Culture.
 - 2.9.3. Culture, Communication and Meaning
 - 2.9.4. Culture and Imaginaries
- 2.10. Cyberculture and Digital Journalism of Cultural Contents
 - 2.10.1. Introduction
 - 2.10.2. Definition of Cyberculture
 - 2.10.3. Digital Journalism of Cultural Contents
 - 2.10.4. Keys to Digital Journalism of Cultural Content



Module 3. Television Journalism

- 3.1. Organization of the Newsroom and News Coverage
 - 3.1.1. Introduction
 - 3.1.2. Organization in a Television Newsroom
 - 3.1.3. Posts
 - 3.1.4. News Coverage
- 3.2. Non-Daily News
 - 3.2.1. Introduction
 - 3.2.2. Non-Daily News
 - 3.2.2.1. Weekend News Programs
 - 3.2.2.2. Exceptional News Programs
- 3.3. Daily News Programs
 - 3.3.1. Introduction
 - 3.3.2. Daily News Programs
 - 3.3.3. Types of News Programs
 - 3.3.3.1. Stellars
 - 3.3.3.2. Informative Diary
 - 3.3.3.3. Talk Shows
 - 3.3.3.4. Infotainment
- 3.4. The Chronicle, the Report and the Interview
 - 3.4.1. Introduction
 - 3.4.2. The Chronicle
 - 3.4.3. Types of Reportage
 - 3.4.4. Types of Interviews
- 3.5. The Study Nodding
 - 3.5.1. Introduction
 - 3.5.2. The Study Nodding
 - 3.5.3. Audiovisual Entrances
- 3.6. Programs According to Formats. Magazines and Reality-Show
 - 3.6.1. Introduction
 - 3.6.2. Definition of Magazine
 - 3.6.3. Definition of Reality-Show

- 3.7. Specialized Programs According to Content
 - 3.7.1. Introduction
 - 3.7.2. Specialized Journalism
 - 3.7.3. Specialized Programs
- 3.8. Television Production
 - 3.8.1. Introduction
 - 3.8.2. Television Production
 - 3.8.3. Pre-Production
 - 3.8.4. Filming
 - 3.8.5. Control of Realization
- 3.9. Treatment of Live and Deferred Information
 - 3.9.1. Introduction
 - 3.9.2. Treatment of Live Information
 - 3.9.3. Treatment of Deferred Information
- 3.10. Editing Techniques
 - 3.10.1. Introduction
 - 3.10.2. Television Editing Techniques
 - 3.10.3. Types of Editing



A unique, key, and decisive educational experience to boost your professional development”

04

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.



“

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.

“

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.



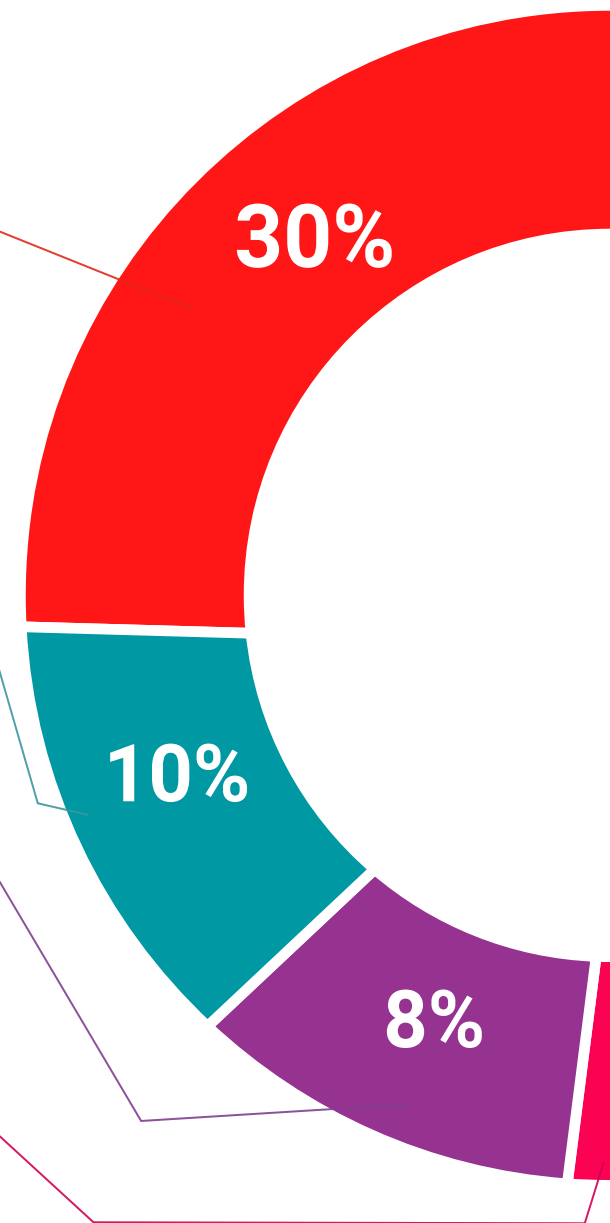
Practising Skills and Abilities

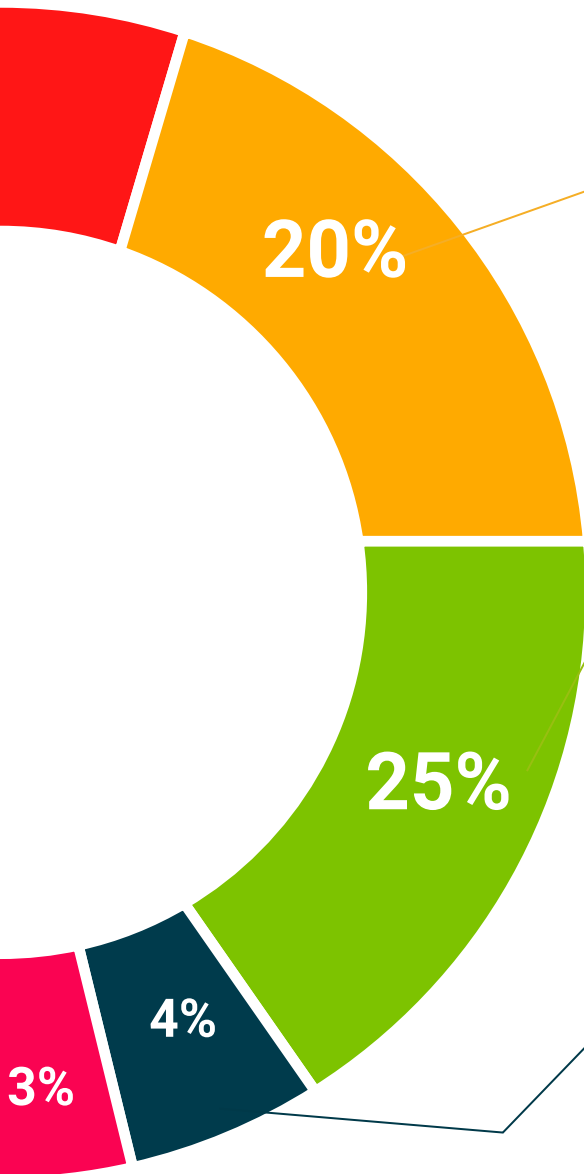
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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

This Postgraduate Diploma in Specialized Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

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

This **Postgraduate Diploma in Specialized Journalism** contains the most complete and up-to-date educational program on the market.

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

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

Title: **Postgraduate Diploma in Specialized Journalism**

Official N° of Hours: **450 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



Postgraduate Diploma Specialized Journalism

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

Postgraduate Diploma Specialized Journalism

