Professional Master's Degree

Investigative Journalism and TV Reporting

tech technological university

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Professional Master's Degree
Investigative Journalism and TV Reporting

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/journalism-communication/professional-master-degree/master-investigative-journalism-tv-reporting

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01

Introduction

The development of ICT and globalization have been the triggers of the Information Age in which society is immersed today. With a single click, people can access virtually any content, being able to be updated to the minute on the trends that are marking the present. However, *fake news* and unverified data sneak into the mainstream media news, generating controversy and conflicts. For this reason, journalistic research and reporting have taken on special relevance, since having access to truthful, quality and exhaustive information is something that is not within everyone's reach. Based on this, the communication professional will be able to use this 100% online program as a guide to specialize in this area and contribute to a journalistic development in television and audiovisual channels with the highest level of rigor.

All the keys for the creation of investigative reports for TV of quality and impact, with the confidence of the best trained professionals in the sector"

Journalism has always played a fundamental role in the development of history. Since the origin of the Gazettes at the end of the 17th century and until the beginning and evolution of the digital era, professionals in this field have developed a commendable citizen work, based on transferring information from one side of the world to the other, following the guidelines of truthfulness, completeness and impartiality. However, in the current context, characterized by the presence of social networks and digital channels, citizens have access to endless data and sources, many of which do not contrast their content, but rather advocate for the principles of scoops and morbidity rather than journalistic ethics.

That is why reporting and investigation in this field have taken on an essential relevance as defenders of truth and reality, becoming the main precursors of freedom of expression and press quality. For this reason, TECH has considered it necessary to develop a program through which the professional can specialize in this sector through its course. Thus arises the Professional Master's Degree in Investigative Journalism and TV Reporting, a new and dynamic degree with which the graduate will be able to immerse himself in the audiovisual and digital news format.

Through 1,500 hours of diverse content, you will work with the most innovative material on the background and characteristics of this branch of the communication profession, as well as its genres and current trends. You will be able to implement in your practice the most effective methodological strategies for the collection and search of data, approaching the most lavish sources and techniques in the journalistic field. Subsequently, after working on their narrative and discursive skills, they will be able to focus on the television genre, knowing in detail the intricacies of the development of reports and informative pieces for reporting via this medium today and its future trends.

All of this 100% online, through the best and most comprehensive syllabus, prepared by experts in the sector, who have also worked on the design of high-quality additional material: research articles, additional readings, news, detailed videos, dynamic summaries, etc. It is, therefore, a unique opportunity to specialize in a booming area and fight for the future of free and quality journalism.

This **Professional Master's Degree in Investigative Journalism and TV Reporting** contains the most complete and up-to-date program on the market. Its most notable features are:

- The development of case studies presented by experts in Journalism and Audiovisual Communication
- The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out 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

Would you like to get into Investigative Journalism and dedicate yourself to it in the future? If the answer is yes, what are you waiting for to enroll in this Professional Master's Degree?"

You will work with the most innovative and exhaustive methodological strategies to broaden and update your knowledge in the field of communication"

Are you looking for a program that will introduce you to Data Journalism in a specialized way? Then opt for a program like this one, which will provide you with everything you need to achieve it.

A certificate with which you will be able to perfect your narrative and discursive qualities for different digital and audiovisual formats.

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious 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 immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02

Objectives

Journalistic quality depends, to a great extent, on the professional's knowledge of their work field. For this reason, TECH has decided to launch this Professional Master's Degree, with the aim that the specialist can know in detail the ins and outs of research and reporting on television through an appropriate education of the current audiovisual and digital media. For this purpose, you will have not only the best and most exhaustive syllabus, but also a wide range of additional material to delve deeper, in a personalized way, into the different sections of the program and to attend a learning process adapted to your needs and requirements.

A program with which you will master the television trends of the future to get ahead of what is to come and be able to compete with the rest of the professionals"

General Objectives

- Approach Investigative Journalism
- Learn the methodology of a journalistic investigation
- Learn about data journalism applied to investigative journalism
- Learn how to elaborate the narrative discourse in an investigative report
- See the way in which research is done in digital media

Specific Objectives

Module 1. Introduction to Investigative Journalism

- Introduce the students to the concept of Investigative Journalism, as well as to make them discover all aspects related to the process of journalistic investigation
- Introduce the student to research sources, indicating their classification and studying their reliability when starting a research project
- Introduce students to precision journalism, civic journalism and other forms of journalistic professionalism, taking into account transparency and freedom of access to information
- Familiarize students with Data Journalism, introducing them to statistics for this type of journalism
- Offer the guidelines for digital storytelling in journalism, introducing the student to the main characteristics of the Digital Era and the media environment, as well as to provide an approach to the new journalistic profiles that arise from all this digital framework
- Know the relationship between Journalism and Social Media, as well as the social impact that these have had on the journalistic tradition
- Learn about the new trends in journalism, as well as the new profiles of the professional journalist, reviewing the multimedia company and its emergence

Module 2. Research Methodology

- Establish research as a way to expand and update knowledge in the area of communication

Module 3. Data Journalism An approach to Investigative Journalism through data

- Bring the student closer to a new concept of Journalism, Data Journalism, focusing mainly on research sources and the use of the data obtained for the study. In addition, the student will be introduced to digital tools for the presentation of data
- Show the student the methodology and techniques of research in Journalism, taking into account the empirical nature of all social research, as well as the different stages that the whole research process must have
- Know the main quantitative research techniques for Journalism, as well as the qualitative ones, learning what is their function and what are the main types in both techniques
- Study and know the survey as one of the main quantitative research techniques for Social Sciences and Journalism, more specifically to know its characteristics and applications
- Study and learn about the questionnaire as another of the main quantitative research techniques for journalistic research, reviewing its main characteristics and functionalities
- Study and learn about the in-depth interview as one of the main qualitative research techniques
- Study and learn about the Focus Group, another of the main qualitative research techniques
- Study and learn about participant observation as one of the main qualitative research techniques in journalistic research

Module 4. Narrative and Discursive Component in Investigative Journalism

- Bring the student closer to the practices of journalistic narrative, as well as to review the concept of quality in the profession, the social responsibility it entails and the influence of this type of narrative
- Show the student the discursive and textual nature of any communicative narrative, taking into account the types of text and the different types of communication
- Mention the new trends in writing, taking into account the new theoretical paradigms
- Highlight the importance of discourse analysis as a research technique in Journalism
- Specify the characteristics of journalistic writing in any research
- Point out the importance of the reports resulting from an investigation, as well as their adequate writing, always bearing in mind the new digital narrative trends
- Emphasize the importance of digital language as the axis of current investigative journalism, as well as audiovisual narrative
- Understand Investigative Journalism from a cultural change perspective

Module 5. Research in Digital Media

- Implement different methods and techniques for the development of research referring to the study of communicative processes in social environments and in mass and digital media
- Recognize the types of research applied according to the perspective from which it is approached

Module 6. Television Reporting

- Study reporting in depth, the characteristics of this genre, as well as its typology and classification
- Understanding attribution, verification, impartiality, conciseness and human interest as some of the main requirements of reportage
- Bring the student closer to the structure and criteria of the television news report
- Point out the importance of human interest in the reportage genre, with an emphasis on general interest topics
- Consult the resources available to the television report, reviewing the new trends in this journalistic genre

Module 7. Television Journalism

- Adapt the different genres of television journalism with a clear understanding of its organization, writing and news coverage for the media

Module 8. Production of Television Reports

- Advise the student on the television production process
- Show the roles of television production
- Know the research techniques for television news reports
- Specify the necessary sources of investigation that a journalist must have when making a report
- Specify the phases of the elaboration of a television report
- Specify how to elaborate the script to carry out a television report, as well as the in-depth interview, a key technique when elaborating a television report
- Know first-hand the production team of a television report
- Know the essential processes of recording, editing and post-production of the report

Module 9. Television Reportage

- Show the student the main characteristics of journalistic writing, taking into account the resources of press writing
- Know the handling of the camera and the edition of the report
- Know and practice the techniques of presentation and expression in front of the camera
- Know the techniques of voice-over
- Know the guidelines in pre-production, production and realization in the world of reportage, understanding the technical and human needs in the process of creating the report
- Discover the concept of "Photojournalism" and the importance of photography in television reporting

Module 10. Television Trends of the Future

- Show the student the remarkable presence of contents in the new trends presented by television
- Understand the transition process experienced by contents and the supplanting of the audience by content consumers, which will be emphasized
- Understand the link between television and the field of digital engineering
- Study the concept of "Big Data" and understand the profound process of change that audiences are undergoing in the television world
- Make an introduction to drone journalism and its implementation in Investigative Journalism
- Point out the importance of the concept of journalism of things, as well as to know the new platforms to watch television
- Know the link between influencers and their strategy in Social Networks, as well as their link with the television field

If your objectives include enhancing the quality of your speech by improving your locution, this Professional Master's Degree will give you the will give you the keys to achieve it"

03

Skills

Graduates who pass all the minimum criteria that make up this program will have managed to perfection their communication skills thanks to its very high practical component and the quality and completeness of its syllabus. The student will be able to master the strategies of design and elaboration of informative pieces of the highest quality and journalistic rigor, based on innovative and dynamic techniques related to the current trends of the audiovisual and digital sector.

If you are looking for a program that provides you with everything you need to master the tools in the television interview, this is the perfect choice"

General Skills

- Identify appropriate sources of information
- Describe the regulations related to the subject
- Recognize the different types of existing journalism
- Explain the different journalistic profiles

The course of this Professional Master's Degree will give your journalism career a 180º turn, opening the doors to a successful job market full of opportunities"

Specific Skills

- Conduct communication research
- Master the conceptual bases
- Master the methodological bases
- Use systematic procedures to create investigative journalistic works
- Use data journalism
- Know how to apply journalistic research methodology
- Use quantitative research techniques
- Apply the survey
- Use the questionnaire as a quantitative research technique
- Put into practice the Focus Group, for quantitative research
- Explain what Participant Observation in Journalism is all about
- Write journalistically using narrative writing
- Apply discursive and textual formats in research papers
- Recognize the new theoretical paradigms regarding writing
- Write research reports
- Understand the place of Investigative Journalism in cultural change
- Use different research techniques and methods
- Apply research to different communicative environments
- Describe the normative characteristics of TV
- Explain the characteristics of TV reporting
- Recognize the peculiarities and requirements of the genre
- Knowing the new trends in television reporting
- The participant is able to recognize the importance of the new communication spaces to understand social facts in different spaces and times
- The participant is able to review and update their knowledge about new communication spaces of various types and interest for the understanding of their environment
- Work with the different TV journalistic genres with total competence.
- Distinguish the processes of TV production
- Recognize the different roles in this field
- Discover in each context which are the sources to be resorted to
- Know how to write a script
- Write with quality for an investigative report
- Describe the handling of a camera and intervene in the editing process
- Present with quality in front of the camera
- Plan all parts of the process
- Use photography as a primary means of communication
- Adapt to current communication trends
- Recognize the topics and lines of work of greatest interest
- Apply research in public relations, advertising and the media

04

Structure and Content

The syllabus of this Professional Master's Degree has been designed by a team of experts in Communication following the guidelines of the current informative trends based on television and digital channels. Thanks to this, it has been possible to shape a dynamic and highly educational program, in which graduates will find everything they need to specialize in the field of Investigative Journalism and TV Reportage. In addition, you will have hundreds of hours of additional material presented in different formats with which you will not only be able to contextualize the information of the syllabus, but also to delve into a personalized way in its different sections, attending an academic experience adapted to the demands and needs of all professionals.

The syllabus includes a specific module dedicated to production in television reportage, so that you can learn in detail about aspects such as script writing and the roles of the director"

Module 1. Introduction to Investigative Journalism

1.1. Investigative Journalism Legality and Transparency
- 1.1.1. History of Investigative Journalism
  - 1.1.1.1. Background
  - 1.1.1.2. Present Day of Investigative Journalism
  - 1.1.1.3. Changing Scenario of Investigative Journalism
  - 1.1.1.4. Data Journalism
- 1.1.2. Process of Investigative Journalism
  - 1.1.2.1. Identification of the Object of Study
  - 1.1.2.2. Planning
  - 1.1.2.3. Search and Selection of Research Sources
  - 1.1.2.4. Editorial Staff
  - 1.1.2.5. Publication
- 1.1.3. Transparency and Open Government
- 1.1.4. Open data and Big Data

1.2. Secondary Sources of Information
- 1.2.1. What are Secondary Sources?
- 1.2.2. Reliability of Sources
- 1.2.3. Spanish Sources
- 1.2.4. European Sources
- 1.2.5. Latin American Sources
- 1.2.6. Other International Sources

1.3. Precision Journalism
- 1.3.1. Principles of Precision Journalism
- 1.3.2. Transparency and Freedom of Access to Information
- 1.3.3. Computer Access to Databases in Investigative Journalism
- 1.3.4. Pragmatic Conflicts Between Freedom of Access to Information and Privacy
- 1.3.5. Sociological Techniques of Accuracy Journalism

1.4. Civic Journalism
  1.4.1. What is Civic Journalism?
  1.4.2. Difference between "Civic Journalism" and "Citizen Journalism"
  1.4.3. Examples of Civic Journalism
  1.4.4. Limitations and Real Risks of Civic Journalism
1.5. Data Journalism Statistics for this Type of Journalism
  1.5.1. Basic Statistical Concepts for Journalism
  1.5.2. Measures of Central Tendency
  1.5.3. Measures of Dispersion
  1.5.4. Graphs
1.6. Digital Storytelling in Journalism
  1.6.1. Journalism in the Digital Era
  1.6.2. Writing on the Internet. New professional profiles
  1.6.3. Writing on the Screen
  1.6.4. Social Networks
  1.6.5. Cyberculture and Cyberdemocracy
    1.6.5.1. Transformation of the Media Environment
  1.6.6. Genres of Cyberjournalism
    1.6.6.1. Hypertext
    1.6.6.2. Sound
    1.6.6.3. Videos
    1.6.6.4. Photography
    1.6.6.5. HTML
  1.6.7. New Communication Business Models in the Digital Environment
1.7. Journalism and Social Networks
  1.7.1. History of Social Networks
  1.7.2. Impact of Social Networks on Traditional Journalistic Activity
  1.7.3. Journalism i Social Networks
  1.7.4. Verification of Content in Social Networks
  1.7.5. Main Social Networks
1.8. New trends in Journalism in the Field of Content
  1.8.1. More Social Networks
  1.8.2. Predominance of Photography and Video
  1.8.3. Specialization
  1.8.4. “Fake News” and How To Deal With It
  1.8.5. Commercialization of Digital Content
1.9. Emerging Journalistic Profiles
  1.9.1. Multimedia Reportage
  1.9.2. Immersive/360 Degree Journalism
  1.9.3. Engagement in the Media
  1.9.4. Big Data and Data Journalism
  1.9.5. Future Emerging Journalistic Profiles
1.10. Research for the Optimization of Resources in the Multimedia Company within the Network-Society
  1.10.1. Network Society and Digital Transformation
  1.10.2. Strategies for New Organizational Structures
  1.10.3. Organizational Complexity and Evolution
  1.10.4. The Multimedia Company
  1.10.5. The Importance of Multimedia Content
  1.10.6. Multimedia Applications in the Enterprise

Module 2. Research Methodology

2.1. Basic Notions of Investigation: Science and the Scientific Method
  2.1.1. Definition of the Scientific Method
  2.1.2. Analytical Method
  2.1.3. Synthetic Method
  2.1.4. Inductive Method
  2.1.5. Cartesian Thought
  2.1.6. Rules of the Cartesian Method
  2.1.7. Methodical Doubt
  2.1.8. The First Cartesian Principle
  2.1.9. Induction Procedures According to J. Mill Stuart

2.2. The General Process of Research: Quantitative and Qualitative Focus
- 2.2.1. Epistemological Assumptions
- 2.2.2. Approach to Reality and the Object of Study
- 2.2.3. Subject-Object Relationship
- 2.2.4. Objectivity
- 2.2.5. Methodological Processes
- 2.2.6. Integration of Methods

2.3. Research Paradigms and Methods Derived from These
- 2.3.1. How do Research Ideas Arise?
- 2.3.2. What is there to Research in Education?
- 2.3.3. Research Problem Statement
- 2.3.4. Background, Justification and Research Objectives
- 2.3.5. Theoretical Foundation
- 2.3.6. Hypotheses, Variables and Definition of Operational Concepts
- 2.3.7. Choosing a Research Design
- 2.3.8. Sampling in Quantitative and Qualitative Studies

2.4. Phases and Stages of Qualitative Research
- 2.4.1. Phase 1 Conceptual Phase
- 2.4.2. Phase 2 Planning and Design Phase
- 2.4.3. Phase 3 Empirical Phase
- 2.4.4. Phase 4 Analytical Phase
- 2.4.5. Phase 5 Diffusion Phase

2.5. Types of Quantitative Research
- 2.5.1. Historical Research
- 2.5.2. Correlation Research
- 2.5.3. Case Studies
- 2.5.4. "Ex Post Facto" Research of Completed Events
- 2.5.5. Quasi-Experimental Research
- 2.5.6. Experimental Research

2.6. Phases and Stages of Qualitative Research
- 2.6.1. Phase 1 Preparation Phase
- 2.6.2. Phase 2 Field Phase
- 2.6.3. Phase 3 Analytical Phase
- 2.6.4. Phase 4 Informative Phase

2.7. Types of Qualitative Research
- 2.7.1. Ethnography
- 2.7.2. Grounded Theory
- 2.7.3. Phenomenology
- 2.7.4. The Biographical Method and Life History
- 2.7.5. The Case Study
- 2.7.6. Content Analysis
- 2.7.7. Examination of Speech
- 2.7.8. Participatory Action Research

2.8. Techniques and Instruments for Collecting Quantitative Data
- 2.8.1. The Structured Interview
- 2.8.2. The Structured Questionnaire
- 2.8.3. Systematic Observation
- 2.8.4. Attitude Scales
- 2.8.5. Statistics
- 2.8.6. Secondary Sources of Information

2.9. Techniques and Instruments for Collecting Qualitative Data
- 2.9.1. Unstructured Interview
- 2.9.2. In Depth Interview
- 2.9.3. Focus Groups
- 2.9.4. Simple, Unregulated and Participant Observation
- 2.9.5. Life Stories
- 2.9.6. Diaries
- 2.9.7. Content Analysis
- 2.9.8. The Ethnographic Method

2.10. Data Quality Control
- 2.10.1. Requirements for a Measuring Instrument
- 2.10.2. Processing and Analysis of Quantitative Data
  - 2.10.2.1. Validation of Quantitative Data
  - 2.10.2.2. Statistics for Data Analysis
  - 2.10.2.3. Descriptive Statistics
  - 2.10.2.4. Inferential Statistics
- 2.10.3. Processing and Analysis of Qualitative Data
  - 2.10.3.1. Reduction and Characterization
  - 2.10.3.2. Clarify, Refine and Compare
  - 2.10.3.3. Programs for Qualitative Analysis of Textual Data

Module 3. Data Journalism: An Approach to Investigative Journalism through Data

3.1. Data Journalism I. Research Sources and Data Processing
- 3.1.1. Introduction to Data Journalism
- 3.1.2. Official Data Sources
  - 3.1.2.1. Official Data Sources at the International Level
- 3.1.3. Unofficial Data Sources
- 3.1.4. Data Journalism Formats I
  - 3.1.4.1. Internet
  - 3.1.4.2. Press, Television and Radio

3.2. Data Journalism II. Digital Tools for Data Presentation
- 3.2.1. State of the Art
- 3.2.2. Data Processing
- 3.2.3. Data Visualization
  - 3.2.3.1. Tabular Data Visualization
  - 3.2.3.2. Relationship Visualization
  - 3.2.3.3. Visualization of Maps
  - 3.2.3.4. Java Script Visualization

3.3. Research Methodology and Techniques in Journalism
- 3.3.1. Research Methodology in Social Sciences
  - 3.3.1.1. The Empirical Nature of Social Research
  - 3.3.1.2. The Scientific Method in the Social Sciences
  - 3.3.1.3. Scientific Research
  - 3.3.1.4. The Choice of the Object of Research
- 3.3.2. Stages in the Research Process
  - 3.3.2.1. Identification, Delimitation, Definition, Description and Explanation of the Problem
  - 3.3.2.2. Formulation of Objectives and Research Questions
  - 3.3.2.3. Literature Review
    - 3.3.2.3.1. Background
    - 3.3.2.3.2. Concepts
    - 3.3.2.3.3. Theories
  - 3.3.2.4. Planning the Research Design
    - 3.3.2.4.1. Sample Selection
    - 3.3.2.4.2. Type of Study
    - 3.3.2.4.3. Procedure
    - 3.3.2.4.4. Collection of Information
  - 3.3.2.5. Analytical Execution of the Investigation
    - 3.3.2.5.1. Obtaining Results
    - 3.3.2.5.2. Presenting Data
    - 3.3.2.5.3. Data Analysis
    - 3.3.2.5.4. Conclusions
  - 3.3.2.6. Writing the Research Report

3.4. Quantitative Research Techniques
- 3.4.1. What is Quantitative Research?
- 3.4.2. Features
- 3.4.3. Research Tools
- 3.4.4. Data collection

3.5. Qualitative Research Techniques
- 3.5.1. What is Qualitative Research?
- 3.5.2. Features
- 3.5.3. Research Tool
- 3.5.4. Data collection

3.6. The Survey
- 3.6.1. What is the Survey?
- 3.6.2. Features
- 3.6.3. Types
- 3.6.4. Applications

3.7. The Questionnaire
- 3.7.1. What is the Questionnaire?
- 3.7.2. Features
- 3.7.3. Types
- 3.7.4. Applications

3.8. In Depth Interview
- 3.8.1. What is an In-Depth Interview?
- 3.8.2. Features
- 3.8.3. Types
- 3.8.4. Applications

3.9. Focus Group
- 3.9.1. What is the Focus Group?
- 3.9.2. Features
- 3.9.3. Types
- 3.9.4. Question Script
- 3.9.5. Applications

3.10. Participant Observation
- 3.10.1. What is Participant Observation?
- 3.10.2. Features
- 3.10.3. Types
- 3.10.4. Applications

Module 4. Narrative and Discursive Component in Investigative Journalism

4.1. Journalistic Narrative. Theory and Analysis
- 4.1.1. Quality Journalism
- 4.1.2. Journalism and Social Responsibility
- 4.1.3. Influence of Journalistic Narrative on the Social Environment
- 4.1.4. Communicative and Discursive Context of Journalism

4.2. Discourse, Text and Communication
- 4.2.1. Types and Organization of Discourse
- 4.2.2. Types of Text
- 4.2.3. Communication on the Internet
- 4.2.4. Audiovisual Communication

4.3. New Writing Trends
- 4.3.1. Social Responsibility and Ethics of Journalism
- 4.3.2. Semantic, Pragmatic and Semiotic Analysis of Texts
- 4.3.3. New Theoretical Frameworks of Communication in the Internet Era
- 4.3.4. New Theoretical-Methodological Paradigms

4.4. Research in Journalism
- 4.4.1. Research Design
- 4.4.2. Construction of the Theoretical Framework
- 4.4.3. Construction of the Analytical Framework
- 4.4.4. Scientific Writing

4.5. Discourse Analysis as a Journalism Research Technique
- 4.5.1. Systematicity
- 4.5.2. Observation
- 4.5.3. Recording of Cultural and Socio-Communicative Phenomena
- 4.5.4. Conversational Character
- 4.5.5. Description of the Production, Emission and Interpretation of Social Discourses

4.6. Informative Writing
- 4.6.1. New Disciplines in Digital Writing
- 4.6.2. Writing Criteria
- 4.6.3. Content Design
- 4.6.4. New Narrative Trends

4.7. Writing Research Reports
- 4.7.1. Scientific Research Sources
- 4.7.2. Databases
- 4.7.3. Electronic Resources
- 4.7.4. Citations and References

4.8. Audiovisual Language
- 4.8.1. Concept of Image
- 4.8.2. Concept of Sound
- 4.8.3. Basic Rules of Audiovisual Language
- 4.8.4. Elements of Audiovisual Language

4.9. Audiovisual Narrative
- 4.9.1. Structure of the Television Newscast
- 4.9.2. Production of News Programs
- 4.9.3. Styles of Informative Narration
- 4.9.4. Informative Narration in the Digital Society

4.10. Investigative Journalism from a Cultural Change Perspective
- 4.10.1. Theories and Methods for the Study of Cultural Change
- 4.10.2. Archives, Sources and Writing to Address Problems in the Study of Cultural Change
- 4.10.3. Analysis of Cultural Change
- 4.10.4. Aspects/Components of Cultural Change as it Relates to Investigative Journalism

Module 5. Research in Digital Media

5.1. The Scientific Method and its Techniques
- 5.1.1. Introduction
- 5.1.2. The Scientific Method and its Techniques
- 5.1.3. Scientific Method and Methodological Techniques
- 5.1.4. Research Design and Phases
- 5.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
- 5.1.6. Research Approaches and Perspectives

5.2. Methodology I
- 5.2.1. Introduction
- 5.2.3. Measurable Aspects: Quantitative Method
- 5.2.4. Quantitative Techniques
- 5.2.5. Types of Surveys
- 5.2.6. Questionnaire Preparation and Presentation of Results

5.3. II Methodology
- 5.3.1. Introduction
- 5.3.2. Measurable Aspects: Qualitative Method
- 5.3.3. Qualitative Techniques
- 5.3.4. Individual Interviews and their Typology
- 5.3.5. The Group Interview and its Variables: Discussion Groups or Focus Groups
- 5.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
- 5.3.7. Participatory – Action Research

5.4. III Methodology
- 5.4.1. Introduction
- 5.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
- 5.4.3. Observation as a Scientific Method
- 5.4.4. The Procedure: Planning Systematic Observation
- 5.4.5. Different Types of Observation
- 5.4.6. Online Observation: Virtual Ethnography

5.5. IV Methodology
- 5.5.1. Introduction
- 5.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
- 5.5.3. Introduction to Quantitative Content Analysis
- 5.5.4. Sample Selection and Category Design
- 5.5.5. Data Processing
- 5.5.6. Critical Discourse Analysis
- 5.5.7. Other Techniques for the Analysis of Media Texts

5.6. Techniques for Collecting Digital Data
- 5.6.1. Introduction
- 5.6.2. Knowing the Reactions: Experimenting in Communication
- 5.6.3. Introduction to Experiments
- 5.6.4. What is an Experiment in Communication
- 5.6.5. Experimentation and its Types
- 5.6.6. The Practical Design of the Experiment

5.7. Techniques for Organizing Digital Data
- 5.7.1. Introduction
- 5.7.2. Digital Information
- 5.7.3. Problems and Methodological Proposals
- 5.7.4. Online Press: Characteristics and Approach to its Analysis

5.8. Participatory Instrumental Services
- 5.8.1. Introduction
- 5.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
- 5.8.3. Internet as an Object of Study
- 5.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet

5.9. Internet Quality as a Source: Validation and Confirmation Strategies
- 5.9.1. Introduction
- 5.9.2. Research on the Internet and Digital Platforms
- 5.9.3. Searching and Browsing in the Online Environment
- 5.9.4. Approach to Research on Digital Formats: Blogs
- 5.9.5. Approach to Social Network Research Methods
- 5.9.6. Hyperlink Research

5.10. Diffusion of Research Activity
- 5.10.1. Introduction
- 5.10.2. Research Trends in Communication
- 5.10.3. Introduction to the Contemporary Environment of Research in Communication
- 5.10.4. The Readaptation of the Classic Objects of Communication Research
- 5.10.5. The Emergence of Classical Research Objects
- 5.10.6. Towards Interdisciplinarity and Methodological Hybridization

Module 6. Television Reporting

6.1. The Television Industry. A Structural Approach
- 6.1.1. Main Characteristics of the Television Industry
- 6.1.2. Content Creation Production, Distribution and Broadcasting
- 6.1.3. General Media Study
- 6.1.4. Business Models

6.2. Characteristics of Television Reportage
- 6.2.1. Genre The Report
- 6.2.2. Typology and Classification
- 6.2.3. Components
  - 6.2.3.1. Images
  - 6.2.3.2. Voice-Over
  - 6.2.3.3. Interviews
  - 6.2.3.4. Ambient Sound
  - 6.2.3.5. Music
- 6.2.4. Key Factors of Success in Television Reporting

6.3. Requirements of the Report
- 6.3.1. Attribution
- 6.3.2. Verification
- 6.3.4. Balance
- 6.3.3. Impartiality
- 6.3.5. Accuracy
- 6.3.6. Clarity
- 6.3.7. Human Interest

6.4. Structure of the Report
- 6.4.1. Entrance
- 6.4.2. Body
  - 6.4.2.1. Approach
  - 6.4.2.2. Research
  - 6.4.2.3. Journalist's Selective Capacity
  - 6.4.2.4. Mastery of the Structure of the Report
- 6.4.3. Closure

6.5. Reporting Criteria
- 6.5.1. Impact
- 6.5.2. Opportunity
- 6.5.3. Pre-eminence
- 6.5.4. Proximity
- 6.5.5. Conflict
- 6.5.6. Rarity
- 6.5.7. Exclusivity

6.6. Human Component of the Report
- 6.6.1. Use of Topics of General Interest
- 6.6.2. Consultation of Voices. Appeal to People and Familiar Names
- 6.6.3. The Reportage Does Not Admit Editorializing
- 6.6.4. What Does the Television Reportage Bring Us?

6.7. Resources in the Reportage
- 6.7.1. Data Documentation
- 6.7.2. Images of the Event
- 6.7.3. Witness Statements
- 6.7.4. News Background
- 6.7.5. Data Obtained from Primary Sources
- 6.7.6. Data Obtained from Secondary Sources
- 6.7.7. Expert Opinions

6.8. New Trends in Television Reportage
- 6.8.1. Rise of Fact-Based Entertainment
- 6.8.2. Spectacularization of Information
- 6.8.3. Entertainment, Evasion and Spectacularization of information. Infotainment
- 6.8.4. Communicative Structures. The Television Report as a Communicating Entity in the Process of Production of Informative Message

Module 7. Television Journalism

7.1. Organization of the Newsroom and News Coverage
- 7.1.1. Introduction
- 7.1.2. Organization in a Television Newsroom
- 7.1.3. Posts
- 7.1.4. News Coverage

7.2. Non-Daily News
- 7.2.1. Introduction
- 7.2.2. Non-Daily News
  - 7.2.2.1. Weekend News Programs
  - 7.2.2.2. Exceptional News Programs

7.3. Daily News Programs
- 7.3.1. Introduction
- 7.3.2. Daily News Programs
- 7.3.3. Types of News Programs
  - 7.3.3.1. Highlights
  - 7.3.3.2. Daily News Program
  - 7.3.3.3. Talk Shows
  - 7.3.3.4. Infotainment

7.4. The Chronicle, the Report and the Interview
- 7.4.1. Introduction
- 7.4.2. The Chronicle
- 7.4.3. Types of Reportage
- 7.4.4. Types of Interviews

7.5. The Study Nodding
- 7.5.1. Introduction
- 7.5.2. The Study Nodding
- 7.5.3. Audiovisual Entrances

7.6. Programs According to Formats. Magazines and Reality Shows
- 7.6.1. Introduction
- 7.6.2. Definition of Magazine
- 7.6.3. Definition of Reality Show

7.7. Specialized Programs According to Content
- 7.7.1. Introduction
- 7.7.2. Specialized Journalism
- 7.7.3. Specialized Programs

7.8. Television Production
- 7.8.1. Introduction
- 7.8.2. Television Production
- 7.8.3. Pre-Production
- 7.8.4. Filming
- 7.8.5. Control of Realization

7.9. Treatment of Live and Deferred Information
- 7.9.1. Introduction
- 7.9.2. Treatment of Live Information
- 7.9.3. Treatment of Deferred Information

7.10. Editing Techniques
- 7.10.1. Introduction
- 7.10.2. Television Editing Techniques
- 7.10.3. Types of Editing

Module 8. Production of Television Reports

8.1. Television Production
- 8.1.1. Concept
- 8.1.2. Context
- 8.1.3. Tools
- 8.1.4. Process

8.2. Functions/Roles of Television Production
- 8.2.1. Executive Producer
- 8.2.2. Audiovisual Designer
- 8.2.3. Content Advisor
- 8.2.4. Pedagogue
- 8.2.5. Screenwriter
- 8.2.6. Producer
- 8.2.7. Production Assistant
- 8.2.8. Camera Director or Filmmaker
- 8.2.9. Assistant Director or Filmmaker
- 8.2.10. Stage Manager
- 8.2.11. Continuity or Raccord
- 8.2.12. Floor Manager

8.3. Research Techniques in Television Reporting
- 8.3.1. Script of the Television Report
- 8.3.2. Hidden Camera
- 8.3.3. Assembly
- 8.3.4. Final Result

8.4. Research Sources for Television Reports
- 8.4.1. Types of Research Sources
- 8.4.2. Treatment of Sources
- 8.4.3. Audiovisual Journalism and Information Sources
- 8.4.4. The Television Report in Journalistic Investigation

8.5. Phases in the Elaboration of a Television Report
- 8.5.1. Pre-Production Phase
  - 8.5.1.1. Pre-Production Template
  - 8.5.1.2. Expenditure Forecast
  - 8.5.1.3. Pre-Production Management
- 8.5.2. Production Phase
  - 8.5.2.1. Final Script
  - 8.5.2.2. Justification of the Focus of the Report
  - 8.5.2.3. Justification of the Story Structure
  - 8.5.2.4. Justification of the Selected Sources
  - 8.5.2.5. Budgetary Report
  - 8.5.2.6. Responsibilities of the Team Members
- 8.5.3. Post-Production Phase
- 8.5.4. Promotion/Broadcasting Plan

8.6. Script of the Television Report
- 8.6.1. Objectives
- 8.6.2. Topics
- 8.6.3. Currently
- 8.6.4. Characteristics of a Script
  - 8.6.4.1. Objectivity
  - 8.6.4.2. Creativity
  - 8.6.4.3. Originality
  - 8.6.4.4. Entertainment
  - 8.6.4.5. Audience

8.7. The Production Team
- 8.7.1. What is To Be Produced?
- 8.7.2. Means Needed to Start the Project
- 8.7.3. Organization of Means
- 8.7.4. Work Plan Budget
- 8.7.5. How is the Work Being Carried Out?
- 8.7.6. Assessment of a Market Orientation

8.8. Recording, Editing and Post-Production of the Report
- 8.8.1. Taking Images
- 8.8.2. Lighting
- 8.8.3. Editing and Editing of the Reportage
- 8.8.4. Realization
- 8.8.5. Production of the Report

8.9. Reproduction of Television Reports
- 8.9.1. Design
- 8.9.2. Management
- 8.9.3. Filming Permits
- 8.9.4. Locations
- 8.9.5. Accreditations
- 8.9.6. Contacts with Interviewees
- 8.9.7. Documentation Search
- 8.9.8. The Writer and his Logistical Needs
- 8.9.9. Recording Equipment
- 8.9.10. Accommodation Management
- 8.9.11. Transportation
- 8.9.12. Displacements

8.10. The Television Interview; an Essential Tool for Television Reporting
- 8.10.1. What is the Television Interview?
- 8.10.2. Features
- 8.10.3. Factors that Intervene in the Process of Communication on Television
  - 8.10.3.1. Personal Appearance
  - 8.10.3.2. What We Say (The Message)
  - 8.10.3.3. How the Message is Transmitted
  - 8.10.3.4. Locution
- 8.10.4. Tools
  - 8.10.4.1. Argument
  - 8.10.4.2. Messages, Key Ideas
  - 8.10.4.3. Targets
  - 8.10.4.4. Questions and Answers
  - 8.10.4.5. The 3 R's

Module 9. Television Reportage

9.1. Journalistic Writing
- 9.1.1. Reporterism. Features
- 9.1.2. Hierarchical Structure and Resources of the Newspaper Writing
- 9.1.3. Informative Convergence in Multimedia Groups
- 9.1.4. New Journalism

9.2. Camera, Editing and Assembly
- 9.2.1. Knowledge of Camera Handling
- 9.2.2. Editing and Editing of the Reportage
- 9.2.3. Sequential Processing of the Information
- 9.2.4. Image Narrative Techniques and Textual Narrative Techniques

9.3. Presentation and Expression Techniques in Front of the Camera. Live Television
- 9.3.1. Techniques of Expression in Front of the Camera
- 9.3.2. Air and Pause Control Techniques
- 9.3.3. Rhythm
- 9.3.4. Vocalization
- 9.3.5. Voice Modulation
- 9.3.6. Breathing Techniques

9.4. Introduction
- 9.4.1. Effectiveness in Communication
- 9.4.2. Mastery of Language and Body Expression
- 9.4.3. Coordination Between Text Reading and Body Language
- 9.4.4. Concise, Simple and Brief Language
- 9.4.5. Empathy
- 9.4.6. Tests

9.5. Voice-Over
- 9.5.1. Reading Texts
- 9.5.2. Articulation Practice
- 9.5.3. Diction Practice
- 9.5.4. Breathing
- 9.5.5. Emphasis
- 9.5.6. Reading Aloud
- 9.5.7. Voice-Over Technique
- 9.5.8. Reading In One's Own Style
- 9.5.9. Live Voice-Overs
- 9.5.10. Intention
- 9.5.11. Naturalness

9.6. Television Reportage Pre-Production, Production and Realization
- 9.6.1. Praxis of Television Reporting
- 9.6.2. Search of Documentation for the Reportage
- 9.6.3. Technical and Human Needs in the Process of Creation of the Reportage
- 9.6.4. Audiovisual Journalistic Narrative for What is To Be Said On-Air or Off-Air
- 9.6.5. Production of the Report

9.7. Photoreporting and its Typology
- 9.7.1. Photoreporting
- 9.7.2. Informative Photography
- 9.7.3. Testimonial Photography
- 9.7.4. Essay
- 9.7.5. Photo Illustration

9.8. Camera, Editing and Montage Workshop
- 9.8.1. Shooting and Lighting
- 9.8.2. Editing of the Reportage
- 9.8.3. The Direct
- 9.8.4. The Realization

9.9. Reporting Workshop
- 9.9.1. Guidelines for the Choice of the Subject
- 9.9.2. Approach
- 9.9.3. The Rigorousness of the Work with Sources
- 9.9.4. Verification of Information
- 9.9.5. The Importance of Information Selection

Module 10. Television Trends of the Future

10.1. Predominance of Content
- 10.1.1. Actions of the Multimedia Industry
- 10.1.2. Internet Television
- 10.1.3. Live Streaming Services
- 10.1.4. Internet Advertising Providers

10.2. Monetization Models
- 10.2.1. Slowdown of Traditional Streaming Services
- 10.2.2. Expansion Opportunities
- 10.2.3. Foreign Markets
- 10.2.4. Content Licensing

10.3. The Content Consumer
- 10.3.1. The Audience has Been Replaced by Consumers
- 10.3.2. Original Content
- 10.3.3. Competitive Market
- 10.3.4. Recommendation Engines, Hyper-Personalization and Content Editing

10.4. Television Linked to Digital Engineering
- 10.4.1. Programming
- 10.4.2. Innovation
- 10.4.3. Digital Services
- 10.4.4. Platforms for Content Consumption

10.5. Big Data and a Changing Audience
- 10.5.1. Viewing Habits
- 10.5.2. Audience Retention Difficulties
- 10.5.3. Multi-Device Viewing
- 10.5.4. CRM Systems

10.6. Predictive TV
- 10.6.1. Modeling Statistics
- 10.6.2. Data Mining
- 10.6.3. Reactive Content Consumption
- 10.6.4. Attraction of Audiovisual Products

10.7. Drone Journalism
- 10.7.1. New Journalistic Genre?
- 10.7.2. Historical Review of the Drone Phenomenon
- 10.7.3. Drones and News

10.8. Drone Journalism Linked to Investigative Journalism or Photojournalism
- 10.8.1. The Journalism of Things
- 10.8.2. Television Everywhere
- 10.8.3. New Platforms for Television Viewing
- 10.8.4. Structural Change in the Television Model
- 10.8.5. New Trends in Approaches, Interaction and Immersion

10.9. Journalist Influencers
- 10.9.1. Instastars, YouTubers, Vloggers
- 10.9.2. Social Media Strategy
- 10.9.3. Agencies and Brands
- 10.9.4. Relationship Between Influencer and Television

10.10. The Future of Television on the Internet
- 10.10.1. Quality Television on the Internet
- 10.10.2. Long-Duration Videos
- 10.10.3. Broadband and Mobile Networks
- 10.10.4. 4G and 5G

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.

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

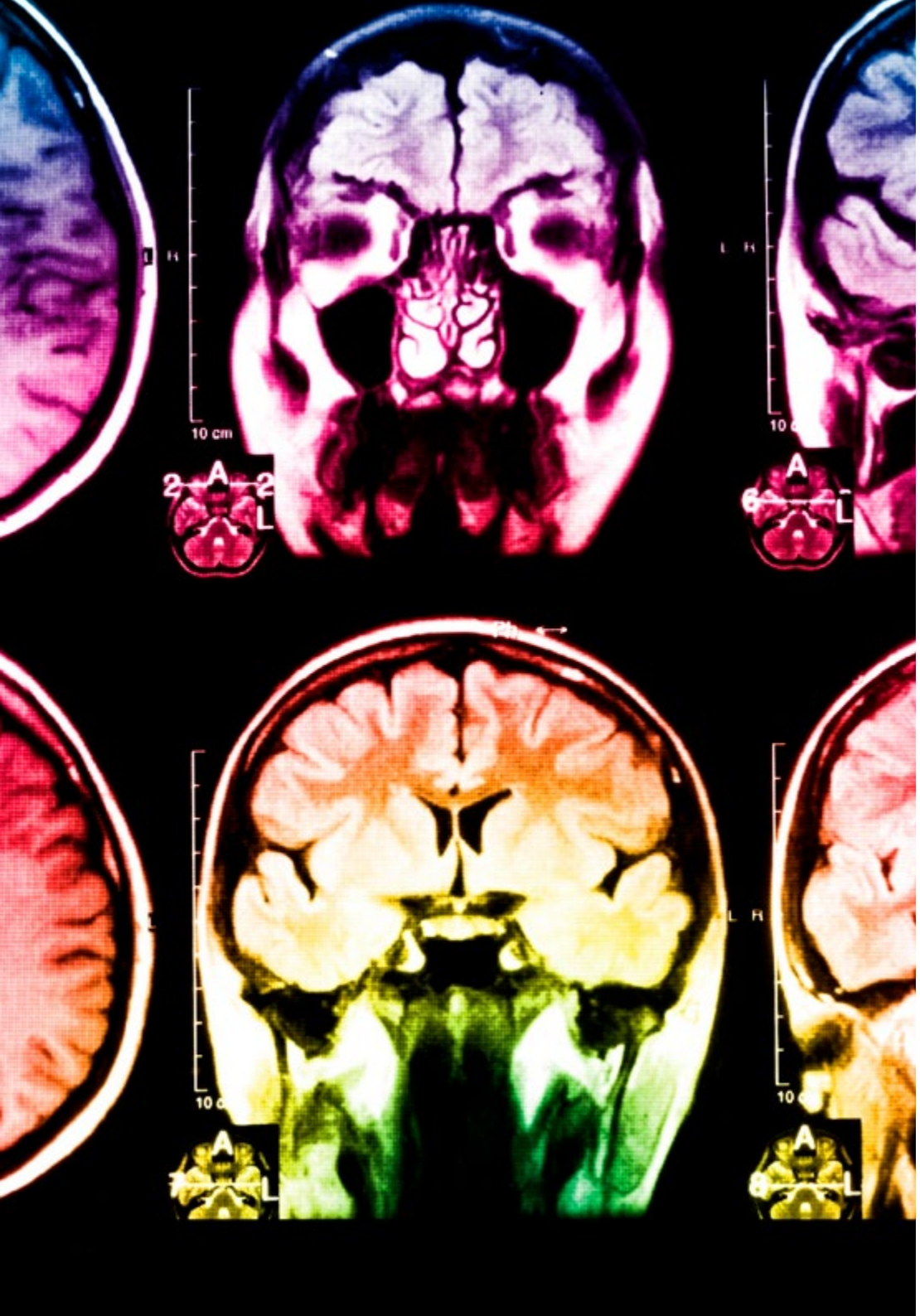
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.

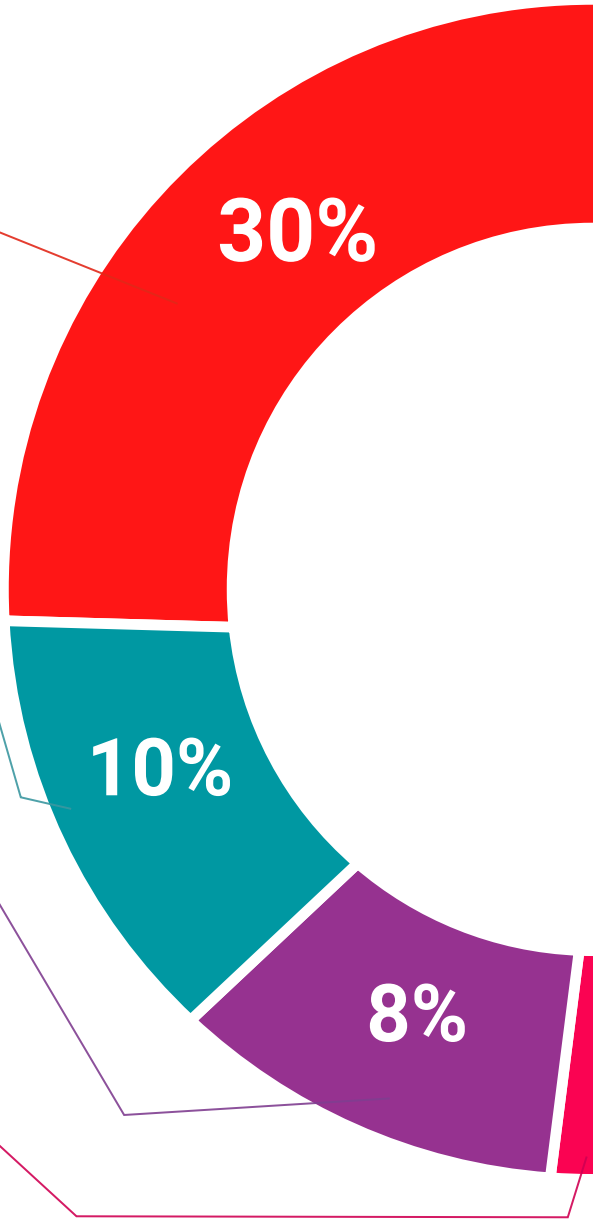
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

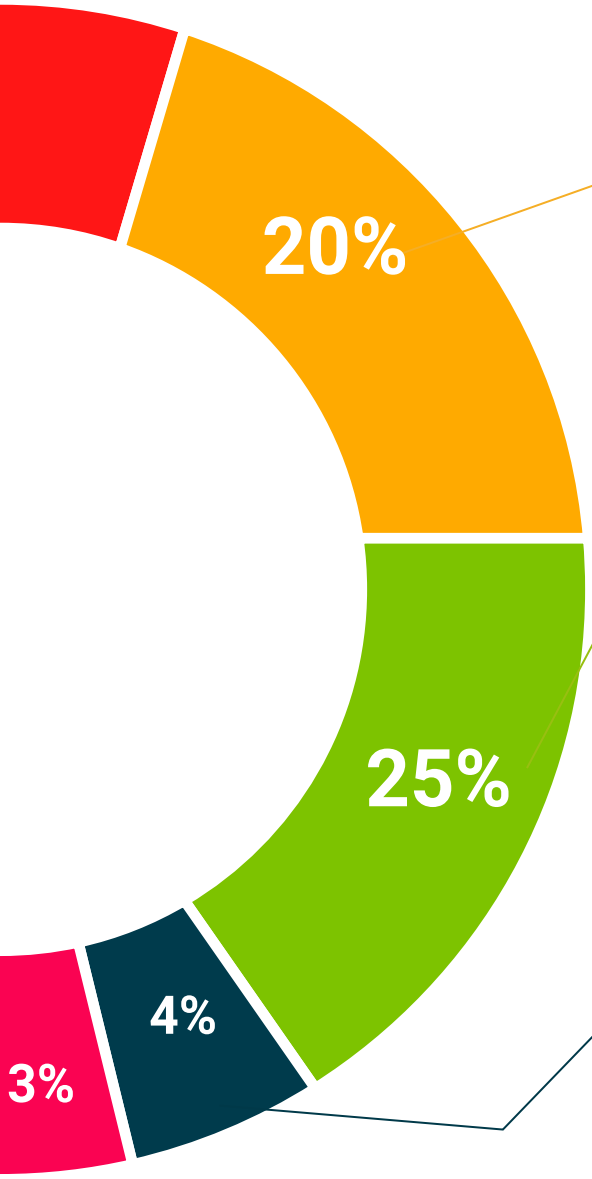
Practising Skills and Abilities

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.

06

Certificate

The Professional Master's Degree in Investigative Journalism and TV Reporting guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Technological University.

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

This **Professional Master's Degree in Investigative Journalism and TV Reporting** contains the most complete and up-to-date program on the market.

After student has passed the assessments, they will receive their corresponding **Professional Master's Degree** diploma issued by **TECH Technological University** via tracked delivery*.

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

Title: **Professional Master's Degree in Investigative Journalism and TV Reporting**

Official Nº of Hours: **1,500 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE

in

Investigative Journalism and TV Reporting

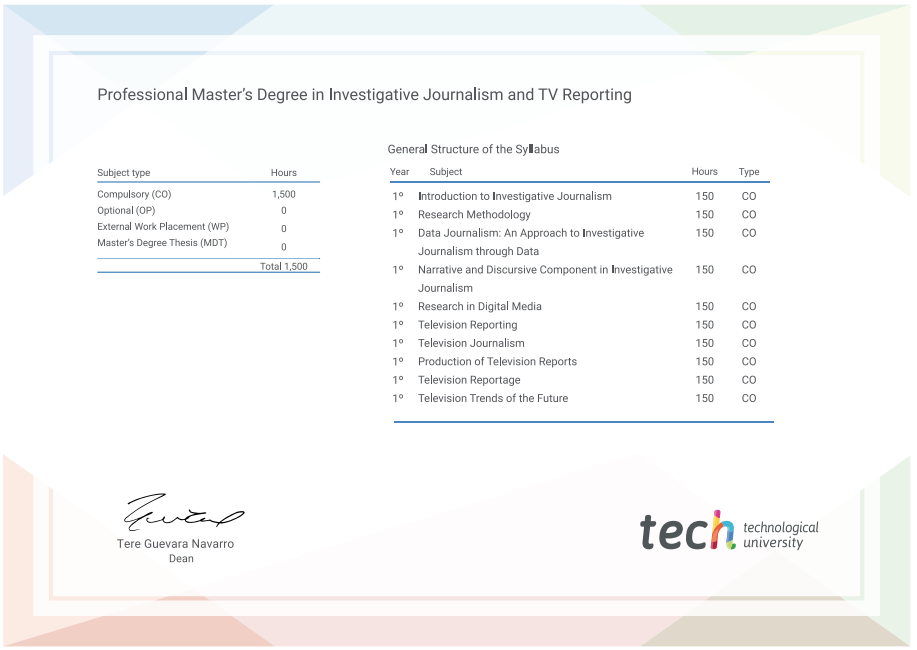
This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWORD23S techtitute.com/certificates


Professional Master's Degree in Investigative Journalism and TV Reporting

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Introduction to Investigative Journalism	150	CO
1º	Research Methodology	150	CO
1º	Data Journalism: An Approach to Investigative Journalism through Data	150	CO
1º	Narrative and Discursive Component in Investigative Journalism	150	CO
1º	Research in Digital Media	150	CO
1º	Television Reporting	150	CO
1º	Television Journalism	150	CO
1º	Production of Television Reports	150	CO
1º	Television Reportage	150	CO
1º	Television Trends of the Future	150	CO

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*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.

tech technological university

Professional Master's Degree
Investigative Journalism and TV Reporting

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Technological University**
- Dedication: **16h/week**
- Schedule: **at your own pace**
- Exams: **online**

Professional Master's Degree

Investigative Journalism and TV Reporting

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