

Master's Degree Radio Journalism



Master's Degree Radio Journalism

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/master-degree/master-radio-journalism

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01

Introduction

Radio is one of the main mass media types and has specific characteristics when it comes to transmitting messages. Therefore, there is a need for specialized professionals in this field who are capable not only of writing messages for radio, but also of voice-over and editing. This program in Radio Journalism is designed to specialize journalism professionals in this field and to promote mastery, techniques and the most current trends in this media.





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This program will allow you to enhance your skills and become a successful journalist in the radio world"

Radio is one of the sectors with more followers, given that it has been one of the most popular since its beginnings. Its immediacy and the possibility of enjoying it from anywhere have made the success of this format possible.

Likewise, being an immediate channel of communication, radio is used by many journalists worldwide. Being a sound format allows them to be effective and punctual with the different models of journalism offered. Throughout history, the most striking models within radio have been: newscasts, interviews, radio soap operas and informative talk shows, many of them starting from social, cultural, economic, sports and international events.

It must be taken into account that the transmission of information can be carried out through different media and, specifically, this Master's Degree aims to specialize students in Radio Journalism.

The syllabus covers everything from the theory of journalism to the writing process, a basic element in any journalistic format, or advertising. But it also covers two fundamental sectors in the world of radio: sports and cultural journalism. In addition, as it could not be any other way, a fundamental part of this Master's Degree is aimed at learning about the particularities of radio journalism and communication.

This program is the most complete qualification directed towards 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 radio. Take advantage of the opportunity and become a professional with solid fundamentals through this educational program and the latest educational technology 100% online.

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

- ♦ Practical cases presented by experts in Radio 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
- ♦ Latest developments in Radio 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 Radio Journalism
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student in radio
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Access to content from any fixed or portable device with an Internet connection



Work with the best teaching professionals in this Master's Degree with excellent curricular value"

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This Master's Degree is perfect for you to know how to tell the story you want to tell and do it in a professional 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 professional must try to solve the different professional practice situations that arise throughout the program. To this end, the professional will be assisted by an innovative interactive video system developed by renowned and experienced experts in Radio Journalism.

Don't miss the opportunity to increase your skills in radio journalism.

Know the latest trends in Radio Journalism and be the best in this sector.



02 Objectives

This Master's Degree is aimed at professional journalists, so that they can acquire the necessary tools to develop in the field, learning about the latest trends and delving into the issues that are at the forefront of this branch of knowledge. Only with the right preparation, the journalist will be able to express what they want through the radio.



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*The Master's Degree in Radio Journalism
will allow you to specialize in this sector of
communication"*



General Objective

- ♦ Achieve the necessary knowledge to write, broadcast and transmit information, through the different journalistic genres for radio and television

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*Develop your skills to become
a versatile journalist at the
forefront of the latest trends”*





Specific Objectives

Module 1. Journalism Theory

- ♦ Mastering the journalistic tradition from its origins to the present day, with a focus on the main media, journalists and important news coverage
- ♦ Analyze the different types of newspapers and their contents
- ♦ Know the main journalistic tools and their selection criteria
- ♦ Know and analyze the elements of the newspaper

Module 2. Audiovisual Narrative

- ♦ Understand the importance of audiovisual narrative in today's communication environment
- ♦ Master the basic guidelines that govern audiovisual communication for the elaboration of different radio genres
- ♦ Know the particularities of audiovisual discourse
- ♦ Know the fundamental concepts of visual narrative

Module 3. Informative Documentation

- ♦ Identify the professional profiles of journalists, as well as the main skills required of them in their professional practice
- ♦ Locating, retrieving and using information, as well as providing a vision of the current situation of documentation in its different facets
- ♦ Documenting information processes and handling new technologies related to document processing
- ♦ Provide a practical vision of the work of a documentalist in the media
- ♦ Master the elements of the information and knowledge society

Module 4. Advertising Theory

- ♦ Understand the theories of advertising, marketing, public relations and corporate communication
- ♦ Know the origin, evolution and economic and social impact of advertising
- ♦ Know how to describe the structure of advertising agencies
- ♦ Know the basic notions about advertising and marketing
- ♦ Delimit each one of the functions for the management of the information enterprise highlighting their main applications

Module 5. Radio Communication

- ♦ Use informative and communicative technologies and techniques in the different media or combined and interactive media systems
- ♦ Bring knowledge, ideas and debates of informative content to society through the different journalistic modalities and the different media
- ♦ Know the history of broadcasting at the national and international level, as well as its impact on society
- ♦ Know and understand the structure of the radio landscape and its particularities in today's environment
- ♦ Master the basic guidelines that govern radio communication for the elaboration of the different radio genres
- ♦ Know the main milestones in the history of radio broadcasting



Module 6. Broadcast Journalism

- ♦ Understand the structure of the media and their main formats as expressions of the lifestyles and cultures of the societies in which they play their public role
- ♦ Know the historical evolution of contemporary Spanish, European and international journalistic modes and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Act as a communication professional in accordance with the legal and deontological rules of the profession
- ♦ Distinguish the elements involved in the elaboration of the radio message
- ♦ Distinguish the types of radio programs and their composition
- ♦ Know the evolution of radio information

Module 7. Sports Journalism

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

Module 8. 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 9. Information Company

- ♦ Identify the functions and strategies deployed by organizations to be present in the media or to promote better communication with customers, suppliers and employees
- ♦ Understand the necessary mechanisms, at the organizational level, to develop the different aspects of a communication company and its performance in a globalized context
- ♦ Know the types of information companies that exist
- ♦ Understand how an information company is structured

Module 10. Public Opinion

- ♦ Situate the public function of the journalist as a guide of public opinion and in relation to the role of the newspaper as a political actor and social mediator
- ♦ Know and identify the multiple expressions, phenomena and processes of public opinion
- ♦ Reflect with theoretical soundness and empirical rigor on the processes by which the journalistic profession helps to build and express public opinion
- ♦ Express and act on public opinion, using all the methods, languages and technological supports available to journalism today
- ♦ Know the concept of public opinion

03

Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



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*TECH offers the most specialized
teaching staff in the field of study.
Enroll now and enjoy the quality
you deserve”*

International Guest Director

With a long career focused on higher education, J. Michael DeAngelis has worked as a **broadcaster**, **scriptwriter** and **actor**. After holding various academic positions at the University of Pennsylvania, he has been appointed **Associate Director of Communications and Technology** at the University of Pennsylvania. There, he is in charge of producing and presenting the weekly news podcast **CS Radio**. He is also co-creator of the comedy podcast *Mission: Rejected*, in which he directs, writes and produces.

Throughout his career, he has worked for local educational television networks and radio stations in the news sections. On the other hand, after graduating from Muhlenberg College with a degree in **Performing Arts**, he has held the position of director of **The Porch Room**, a production company for podcast, film and theater. With all this, he has had the opportunity to perform different functions in the field of **Communication** and **Entertainment**. Likewise, he has performed tasks both in front of and behind the microphones in the news and entertainment field.

In particular, with the irruption of **podcasts** and their continuous growth, this expert has specialized in creating and producing this type of sound content. Through them, and thanks to his experience as an actor, he manages to transmit to listeners not only information and stories, but also emotions through his voice.

On the other hand, DeAngelis has been recognized on several occasions for his theatrical work, his play *Drop* was honored at the **Samuel French Off-Off Broadway Short Play Festival** in 2009. That same year, he won the **New Jersey Association of Community Theatres (NJACT) Perry Award** for Best Production of an Original Play for *Accidents Happen*. At the same time, his distinguished career has earned him membership in the **Dramatist Guild of America**.



Mr. DeAngelis, J. Michael

- Director of Communications and Technology at the University of Pennsylvania, United States
- Director of the production company The Porch Room
- Host of the weekly news podcast CS Radio
- Broadcaster and Podcaster
- NJACT Perry Award
- B.A. in Performing Arts from Muhlenberg College
- Graduate in Acting and Theatre Criticism from Goldsmiths College, University of London
- Member of: Playwrights Guild of America

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Thanks to TECH, you will be able to learn with the best professionals in the world”

03 Skills

After passing the assessments of the Master's Degree in Radio Journalism, the professional will have acquired the necessary professional skills to perform quality work and will also acquire new skills and techniques that will help them to complement the knowledge they already had previously



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Through studying this Master's Degree, you will acquire the necessary skills to be able to take your performance to a higher level”



General Skill

- ♦ Write, announce and transmit information through radio

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Enroll in the best Master's Degree program in Radio Journalism in the current university panorama"





Specific Skills

- ♦ Identify the main journalistic tools and use them when writing information
- ♦ Write and voice journalistic pieces in different genres
- ♦ Know the origins and historical evolution of journalism at the international level
- ♦ Know the world history and how it was reported
- ♦ Use audiovisual discourse and narrative in journalistic creations
- ♦ Know how to document oneself in order to elaborate one's own information

04

Structure and Content

The structure of the contents has been designed by a team of journalism professionals, aware of the current relevance of the program to be able to deepen the area of knowledge, in order to carry out professional quality work using the new tools available.



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This Master's Degree contains the most complete and up-to-date program on the market”

Module 1. Journalism Theory

- 1.1. Definition and Types of Newspapers
 - 1.1.1. Introduction: The Study of Communication as a Social Science
 - 1.1.2. Key Concepts: Communication, Information and Journalism
 - 1.1.3. The Media and Its Relationship with the Community
 - 1.1.4. Newspapers and Their Relationship with Other Media
 - 1.1.5. Definition and Characteristics of the Newspaper
 - 1.1.5.1. History
 - 1.1.5.2. Themes
 - 1.1.5.3. Sales Price
 - 1.1.5.4. Format
 - 1.1.6. Newspaper Content
 - 1.1.6.1. Sections
- 1.2. Main Journalistic Tools
 - 1.2.1. Introduction
 - 1.2.2. Main Journalistic Tools
 - 1.2.3. Selection Criteria
 - 1.2.3.1. What Are They?
 - 1.2.3.2. Classification
 - 1.2.3.3. Relation to Current Events
- 1.3. Newspaper Elements
 - 1.3.1. Introduction
 - 1.3.2. Newspaper Elements
 - 1.3.3. Different Elements
- 1.4. Journalists and Their Journalistic Skills
 - 1.4.1. Introduction
 - 1.4.2. Journalists and Their Journalistic Skills
 - 1.4.3. Debate on the Journalistic Profession
 - 1.4.4. Attitudes
 - 1.4.4.1. Practical Attitudes
 - 1.4.4.2. Intellectual and Moral Attitudes



- 1.5. The Organization of a Newspaper
 - 1.5.1. Introduction
 - 1.5.2. Two Structures in One: The Company and the Editorial Office
 - 1.5.3. Main Editorials
 - 1.5.4. Editorial Statutes
 - 1.5.4.1. Editorial Roles
 - 1.5.5. Epilogue: From Digital Version to Digital Edition
- 1.6. Journalistic Work
 - 1.6.1. Introduction
 - 1.6.2. Journalistic Work
 - 1.6.3. What Is a Newsroom and How Is It Organized?
 - 1.6.4. A Newspaper
 - 1.6.5. Long-Term Planning
 - 1.6.6. Individual and Collective Work
 - 1.6.6.1. Individual Work
 - 1.6.6.2. Collective Work
 - 1.6.6.3. Style Books
- 1.7. Journalistic Ethics
 - 1.7.1. Introduction
 - 1.7.2. Origin and Historical Evolution
 - 1.7.2.1. The Hutchins Report
 - 1.7.2.2. The McBride Report
 - 1.7.3. A Way to Regulate the Profession
 - 1.7.4. Functions of Self-Regulation
 - 1.7.5. Code of Ethics
- 1.8. Types of Journalism
 - 1.8.1. Introduction
 - 1.8.2. Investigative Journalism
 - 1.8.2.1. Qualities of the Investigative Journalist
 - 1.8.2.2. Williams Scheme
 - 1.8.2.3. Research-Innovation Techniques
 - 1.8.3. Precision Journalism
 - 1.8.3.1. Specializations of Precision Journalism
 - 1.8.4. Service Journalism
 - 1.8.4.1. Thematic Features
 - 1.8.5. Journalistic Specialization
 - 1.8.6. Development of Specialized Information
- 1.9. Journalism and Rhetoric
 - 1.9.1. Introduction
 - 1.9.2. Information-Opinion Separation
 - 1.9.3. Theories of Journalistic Genres
 - 1.9.4. Contributions of Rhetoric
 - 1.9.5. The Elocutio or Elocution
- 1.10. Journalism as a Political Actor
 - 1.10.1. Introduction
 - 1.10.2. The Newspaper According to the Theoreticians
 - 1.10.3. The Newspaper, an Agent of Conflict
 - 1.10.3.1. The Newspaper as Communication
 - 1.10.3.2. The Newspaper at Extra-, Inter- and Intra-Levels
 - 1.10.4. The Newspaper as a Peacemaker
 - 1.10.4.1. Alarm Mechanism
 - 1.10.4.2. Creator of Atmospheres, Mobilizer for Peace
 - 1.10.5. The Newspaper as a Complex System of Problem Creation and Resolution
 - 1.10.6. The Newspaper as a Missionary Institution
 - 1.10.7. The Newspaper as the Vertex of a Triangle of Love and Hate Relationships
 - 1.10.8. The Newspaper as a Narrator and Participant in Conflicts
- 1.11. Journalism as a Social Actor
 - 1.11.1. Introduction
 - 1.11.2. The Newspaper as an Interpreter and Mediator
 - 1.11.3. The Newspaper as a Member of the Political System and as a Parapolitical System
 - 1.11.4. The Newspaper as a Political Informant and Pseudo-Communicator
 - 1.11.5. The Newspaper as an Addressee of the Communication Policies of Other Social Actors

Module 2. Audiovisual Narrative

- 2.1. Audiovisual Narrative
 - 2.1.1. Introduction
 - 2.1.2. Fundamental Concepts of Audiovisual Narrative
 - 2.1.3. A Methodological Approach
 - 2.1.4. Particularities of Audiovisual Discourse
 - 2.1.5. Audiovisual Language
 - 2.1.6. The Image
 - 2.1.7. Sound
- 2.2. The Discourse and the Enunciating Spaces
 - 2.2.1. Introduction
 - 2.2.2. The Functions of the Story
 - 2.2.3. Construction of the Narrative Text
 - 2.2.4. The Enunciating Entities
 - 2.2.5. Types of Narrators
 - 2.2.6. Targeting
 - 2.2.7. The Narrator
- 2.3. The Story and the Axes of the Narrative
 - 2.3.1. Introduction
 - 2.3.2. The History
 - 2.3.3. The Narrative Action
 - 2.3.4. The Weather
 - 2.3.5. The Space
 - 2.3.6. Sound
- 2.4. The Construction of the Audiovisual Discourse: The Script
 - 2.4.1. Introduction
 - 2.4.2. The Script
 - 2.4.3. The Idea
 - 2.4.4. The Genres
 - 2.4.4.1. Fantastic and Horror Movies
 - 2.4.4.2. War Movies
 - 2.4.4.3. Comedy
 - 2.4.4.4. Musical
 - 2.4.4.5. The Documentary Film
 - 2.4.5. Characters and Dialogue
 - 2.4.6. Literary Script vs Technical Script
- 2.5. Theory and Analysis of Film Editing
 - 2.5.1. Introduction
 - 2.5.2. Assembly Definition
 - 2.5.3. The Basic Units of Film Narrative
 - 2.5.4. First Theoretical Approaches
 - 2.5.5. Types of Editing
 - 2.5.6. The Invisible Assembly Assembly Glossary
- 2.6. Cinematic Storytelling: from Origins to Postmodernity
 - 2.6.1. Introduction
 - 2.6.2. The Origins of Cinema
 - 2.6.3. The Cinema of the Origins: The Spatiotemporal Articulation
 - 2.6.4. The Avant-Garde and Cinema
 - 2.6.5. The Hollywood Cinema
 - 2.6.6. Art Cinema and Essay
 - 2.6.7. Contemporary Cinema
- 2.7. Computer Cinema: From Newsreels to Documentaries
 - 2.7.1. Introduction
 - 2.7.2. Informative Cinema
 - 2.7.3. Film Newsreels
 - 2.7.4. The Documentary Film
 - 2.7.5. Informative Fiction Cinema
 - 2.7.6. The Value of News Reports as a Historical Source

- 2.8. Television Discourse: Information and Entertainment
 - 2.8.1. Introduction
 - 2.8.2. Television Discourse
 - 2.8.3. Narratology of Audiovisual Information
 - 2.8.4. Audiovisual Information Genres
 - 2.8.5. Infotainment
 - 2.8.6. Entertainment Programs
 - 2.8.7. The Fictional Television Story
- 2.9. Audiovisual Advertising Discourse: Spots, Trailers and Video Clips
 - 2.9.1. Introduction
 - 2.9.2. Advertising Narrative in Audiovisual Media
 - 2.9.2.1. Spot
 - 2.9.2.2. Trailer
 - 2.9.2.3. Videoclip
- 2.10. New Media and Narrative Structures in the Digital Age
 - 2.10.1. Introduction
 - 2.10.2. Digital Paradigm
 - 2.10.3. New Media in the 21st Century
 - 2.10.4. New Media Practices
 - 2.10.5. The Post-Media Condition

Module 3. Informative Documentation

- 3.1. Introduction to Documentation as a Science
 - 3.1.1. Introduction
 - 3.1.2. The Information and Knowledge Society
 - 3.1.3. Information and Documentation
 - 3.1.4. Definition of Documentation
 - 3.1.5. The Birth of Documentation as a Science
 - 3.1.6. Documentation Centers
- 3.2. History and Characteristics of Informative Documentation
 - 3.2.1. Introduction
 - 3.2.2. History of Informative Documentation
 - 3.2.3. General Characteristics of Informative Documentation
 - 3.2.4. Principles of Informative Documentation
 - 3.2.5. Functions of Informative Documentation
- 3.3. Sources and the Document
 - 3.3.1. Introduction
 - 3.3.2. Sources of Information
 - 3.3.3. The Documents
 - 3.3.4. Types of Documentary Sources
- 3.4. Document Analysis I
 - 3.4.1. Introduction
 - 3.4.2. The Documentary Chain
 - 3.4.3. Documentary Selection
 - 3.4.4. Documentary Analysis
 - 3.4.5. Cataloging
 - 3.4.6. Documentary Description and Bibliographic Entry
- 3.5. Document Analysis II
 - 3.5.1. Introduction
 - 3.5.2. Classification
 - 3.5.3. Indexing
 - 3.5.4. Summary
 - 3.5.5. Documentary Reference
 - 3.5.6. Documentary Languages
- 3.6. Information Retrieval and Databases
 - 3.6.1. Introduction
 - 3.6.2. Information Retrieval
 - 3.6.3. Database Management Systems
 - 3.6.4. Interrogation Languages and Search Equations
 - 3.6.5. The Assessment of Information Retrieval
 - 3.6.6. Data Bases

- 3.7. Photographic Documentation
 - 3.7.1. Introduction
 - 3.7.2. Photography
 - 3.7.3. Photographic Documentation
 - 3.7.4. Photo Selection Criteria
 - 3.7.5. Documentary Analysis of Photographs
- 3.8. Radio Documentation
 - 3.8.1. Introduction
 - 3.8.2. Characteristics of the Audio Document
 - 3.8.3. Typology of Radio Documents
 - 3.8.4. Radio Archives
 - 3.8.5. Documentary Analysis of Sound Information
 - 3.8.6. Radio Informative Documentation
- 3.9. Audiovisual Documentation
 - 3.9.1. Introduction
 - 3.9.2. Audiovisual Document
 - 3.9.3. Television Documentation
 - 3.9.4. Documentary Analysis of the Moving Image
 - 3.9.5. Film Documentation
- 3.10. Documentation in the Written and Digital Press and in Communication Offices
 - 3.10.1. Introduction
 - 3.10.2. The Basic Documentation Service in Written Media
 - 3.10.3. The Documentary Process in Digital Media
 - 3.10.4. The Documentation Service in the Digital Newsroom
 - 3.10.5. Documentation in Communication Departments

Module 4. Advertising Theory

- 4.1. Advertising Theory
 - 4.1.1. Introduction
 - 4.1.2. Basic Notions on Advertising and Marketing
 - 4.1.2.1. Marketing
 - 4.1.2.2. Advertising
 - 4.1.3. Advertising, Public Relations and Publicity
 - 4.1.4. Dimensions and Social Scope of Contemporary Advertising
 - 4.1.5. Successful Advertising: KFC
- 4.2. History of Advertising
 - 4.2.1. Introduction
 - 4.2.2. Origin
 - 4.2.3. The Industrial Revolution and Advertising
 - 4.2.4. The Development of the Advertising Industry
 - 4.2.5. Advertising in the Internet World
 - 4.2.6. Successful Advertising: Coca- Cola Case Study
- 4.3. Advertising and Its Protagonists I: The Advertiser
 - 4.3.1. Introduction
 - 4.3.2. How the Advertising Industry Works
 - 4.3.3. Types of Advertisers
 - 4.3.4. Advertising in the Company's Organization Chart
 - 4.3.5. Successful Advertising: Facebook Case Study
- 4.4. Advertising and its Protagonists II: Advertising Agencies
 - 4.4.1. Introduction
 - 4.4.2. The Advertising Agency: Advertising Communication Professionals
 - 4.4.3. The Organizational Structure of Advertising Agencies
 - 4.4.4. Types of Advertising Agencies
 - 4.4.5. Fee Management in Advertising Agencies
 - 4.4.6. Successful Advertising: Nike

- 4.5. Advertising and its Protagonists III: The Advertising Receiver
 - 4.5.1. Introduction
 - 4.5.2. The Advertising Recipient and Its Context
 - 4.5.3. The Advertising Recipient as a Consumer
 - 4.5.4. Needs and Desires in Advertising
 - 4.5.5. Advertising and Memory: on Advertising Effectiveness
 - 4.5.6. Successful Advertising: Ikea Case Study
- 4.6. The Advertising Creation Process I: From Advertiser to Media
 - 4.6.1. Introduction
 - 4.6.2. Preliminary Aspects of the Advertising Creation Process
 - 4.6.3. The Advertising *Brief* or Communication *Brief*
 - 4.6.4. Creative Strategy
 - 4.6.5. Media Strategy
 - 4.6.5.1. Successful Advertising: Apple
- 4.7. The Process of Advertising Creation II: Creativity and Advertising
 - 4.7.1. Introduction
 - 4.7.2. Fundamentals of Advertising Creative Work
 - 4.7.3. Advertising Creativity and its Communicative Statute
 - 4.7.4. Creative Work in Advertising
 - 4.7.5. Successful Advertising: Real Madrid Case Study
- 4.8. The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto
 - 4.8.1. Introduction
 - 4.8.2. Creative Conception and Strategy
 - 4.8.3. The Creative Conception Process
 - 4.8.4. The Ten Basic Ways of Creativity According to Lluís Bassat: Advertising Genres
 - 4.8.5. Advertising Formats
 - 4.8.6. Successful Advertising: McDonald's
- 4.9. Advertising Media Planning
 - 4.9.1. Introduction
 - 4.9.2. Media and Planning
 - 4.9.3. Advertising Media and their Classification
 - 4.9.4. Media Planning Tools
 - 4.9.5. Successful Advertising: Pepsi

- 4.10. Advertising, Society and Culture
 - 4.10.1. Introduction
 - 4.10.2. The Relationship between Advertising and Society
 - 4.10.3. Advertising and Emotions
 - 4.10.4. Advertising, Subjects and Things
 - 4.10.5. Successful Advertising: Burger King

Module 5. Radio Communication

- 5.1. History of Broadcasting
 - 5.1.1. Introduction
 - 5.1.2. Origins
 - 5.1.3. Orson Welles and "The War of the Worlds"
 - 5.1.4. Radio in the World
 - 5.1.5. The New Radio
- 5.2. Current Overview of the Radio in Latin America
 - 5.2.1. Introduction
 - 5.2.2. Radio History in Latin America
 - 5.2.3. Currently
- 5.3. Radio Language
 - 5.3.1. Introduction
 - 5.3.2. Characteristics of Radio Communication
 - 5.3.3. Elements that Make Up the Radio Language
 - 5.3.4. Characteristics of the Construction of Radiophonic Texts
 - 5.3.5. Characteristics of Radiophonic Text Writing
 - 5.3.6. Glossary of Terms Used in Radiophonic Language
- 5.4. The Radio Script Creativity and Expression
 - 5.4.1. Introduction
 - 5.4.2. Radio Script
 - 5.4.3. Basic Principles in the Development of a Script

- 5.5. Broadcast Production, Realization and Voice-Over in Broadcasting
 - 5.5.1. Introduction
 - 5.5.2. Production and Realization
 - 5.5.3. Radio Voice-Over
 - 5.5.4. Peculiarities of Radio Voice-Over
 - 5.5.5. Practical Breathing and Voice-Over Exercises
- 5.6. Improvisation in Broadcasting
 - 5.6.1. Introduction
 - 5.6.2. Peculiarities of the Radio Media
 - 5.6.3. What is Improvisation?
 - 5.6.4. How is Improvisation Carried Out?
 - 5.6.5. Sports Information in Radio. Characteristics and Language
 - 5.6.6. Lexical Recommendations
- 5.7. Radio Genres
 - 5.7.1. Introduction
 - 5.7.2. Radio Genres
 - 5.7.2.1. The News
 - 5.7.2.2. The Chronicle
 - 5.7.2.3. The Report
 - 5.7.2.4. The Interview
 - 5.7.3. The Round Table and the Debate
- 5.8. Radio Audience Research
 - 5.8.1. Introduction
 - 5.8.2. Radio Research and Advertising Investment
 - 5.8.3. Main Research Methods
 - 5.8.4. General Media Study
 - 5.8.5. Summary of the General Media Study
 - 5.8.6. Traditional Radio vs. Online Radio
- 5.9. Digital Sound
 - 5.9.1. Introduction
 - 5.9.2. Basic Concepts about Digital Sound
 - 5.9.3. History of Sound Recording
 - 5.9.4. Main Digital Sound Formats
 - 5.9.5. Digital Sound Editing Audacity

- 5.10. New Radio Operator
 - 5.10.1. Introduction
 - 5.10.2. New Radio Operator
 - 5.10.3. The Formal Organization of Broadcasters
 - 5.10.4. The Task of the Editor
 - 5.10.5. The Content Gathering
 - 5.10.6. Immediacy or Quality?

Module 6. Broadcast Journalism

- 6.1. History of Radio
 - 6.1.1. History of Radio Information in the World
 - 6.1.2. Origin
 - 6.1.3. Evolution of Radio Information.
- 6.2. From Literary Genres to Radio Genres
 - 6.2.1. Introduction
 - 6.2.2. The Rationale of the Genres
 - 6.2.3. From Literary Genres to Radio and Journalistic Genres
 - 6.2.4. Classification of Radio Genres
- 6.3. Reports
 - 6.3.1. Introduction
 - 6.3.2. News as Raw Material
 - 6.3.3. Types of Informative Programs
- 6.4. Sports as a Radio Genre
 - 6.4.1. Introduction
 - 6.4.2. History
 - 6.4.3. Sport Formats
 - 6.4.4. The Future of Sports on the Radio
- 6.5. Audience Participation Programs
 - 6.5.1. Introduction
 - 6.5.2. Reasons for the Success of Participation as a Radio Genre
 - 6.5.3. Types of Participation Genres

- 6.6. Dramatic
 - 6.6.1. Introduction
 - 6.6.2. Subgenres
 - 6.6.3. The Technique
- 6.7. Musical
 - 6.7.1. Introduction
 - 6.7.2. History of the Musical Genre
 - 6.7.3. Subgenres
- 6.8. Magazine
 - 6.8.1. Introduction
 - 6.8.2. Magazine
 - 6.8.3. Specialized Magazines
- 6.9. History of Advertising
 - 6.9.1. Introduction
 - 6.9.2. History of Advertising
 - 6.9.3. Types of Advertising
- 6.10. Advertising as a Radio Genre
 - 6.10.1. Introduction
 - 6.10.2. Advertising on the Radio
 - 6.10.3. Advertising as a Radio Genre
 - 6.10.4. The Radio Advertising Phenomenon in the Communication Process

Module 7. Sports Journalism

- 7.1. Sports News
 - 7.1.1. Introduction
 - 7.1.2. Currently
 - 7.1.3. Quality of Sports Information
 - 7.1.3.1. Sources
 - 7.1.3.2. Language
 - 7.1.4. Local Sports News
 - 7.1.4.1. Credibility of Local Information
 - 7.1.4.2. Sports Theme

- 7.2. Sports Genres
 - 7.2.1. Introduction
 - 7.2.1.1. The Role of the Web
 - 7.2.1.2. From Analogue to Digital
 - 7.2.1.3. From Information to Opinion
 - 7.2.2. Structure and Language
 - 7.2.2.1. Headlines
 - 7.2.2.2. Entries
 - 7.2.2.3. Statements and Exploded Views
 - 7.2.3. Elements of Interpretative Parts
 - 7.2.3.1. Chronic
 - 7.2.3.2. Reports
 - 7.2.3.3. Interviews
 - 7.2.4. Skills of the Sports Journalist
- 7.3. Sports Programming on Television
 - 7.3.1. Introduction
 - 7.3.2. Evolution of Sports Programs on Television
 - 7.3.2.1. Sport on Public Television
 - 7.3.2.2. Sport on Paid Television
 - 7.3.3. Sports Programming on Television
 - 7.3.3.1. The Retransmissions
 - 7.3.3.2. The Spectacle as a Strategy
 - 7.3.3.3. Technology
- 7.4. Radio Tendencies
 - 7.4.1. Introduction
 - 7.4.2. The Radio
 - 7.4.3. Trends in Radio Journalism
 - 7.4.3.1. Contents
 - 7.4.3.2. Audio Archive
 - 7.4.3.3. Reporting for On-Demand Radio

- 7.5. Images in Sports Journalism
 - 7.5.1. Introduction
 - 7.5.2. Sport and Images
 - 7.5.2.1. Concept of Sport
 - 7.5.2.2. Mediatization of Sport
 - 7.5.2.3. Concept of image
 - 7.5.3. Images in Sports Journalism
 - 7.5.3.1. Concept of Sports Journalism
 - 7.5.3.2. Sports Photojournalism
 - 7.5.3.3. The Moving Image
 - 7.5.4. Media Speculation in Sports
- 7.6. New Digital Narratives in Sports Journalism
 - 7.6.1. Introduction
 - 7.6.2. New Multimedia Narratives
 - 7.6.2.1. Images
 - 7.6.2.2. Audio and Video Mutation
 - 7.6.3. Data Journalism
 - 7.6.3.1. Searching
 - 7.6.3.2. Analysis
 - 7.6.4. Interactive Story
 - 7.6.5. From Virtual Reality to Augmented Reality
- 7.7. The Language of Sports Journalists
 - 7.7.1. Introduction
 - 7.7.2. Features
 - 7.7.2.1. Stylistic Freedom and Creativity
 - 7.7.2.2. Errors
 - 7.7.3. Reference Works for Study
 - 7.7.4. Journalism Responsibility

- 7.8. Women's Sports and the Media
 - 7.8.1. Introduction
 - 7.8.2. Sport and Gender: Sport Commonly Practiced by Women and Men
 - 7.8.3. Women and Sport: Women's Sport
 - 7.8.3.1. Ages of Women's Sport
 - 7.8.3.2. Mixed Sports
 - 7.8.4. Women in Sports Journalism
 - 7.8.5. Sexist Language
 - 7.8.6. Importance of New Media in Women's Sports
- 7.9. Social Networks in Sport
 - 7.9.1. Introduction
 - 7.9.2. Use of Social Networks in Sports
 - 7.9.3. Implications for Journalists and Media Professionals
 - 7.9.4. Consequences for Athletes and Fans
 - 7.9.4.1. Personal Brands
 - 7.9.4.2. Crisis Management
- 7.10. Towards a New Model of Communication Management in Sports Organizations
 - 7.10.1. Introduction
 - 7.10.2. The Role of Corporate Communications in Sports
 - 7.10.3. Actors in Sport Communication Management
 - 7.10.4. The Evolution of the Communication Model Influenced by ICTs

Module 8. Cultural Journalism

- 8.1. Cultural Journalism in the Conventional Media and Its integration in the Digital World
 - 8.1.1. Objectives and Sources of Cultural Journalism in Audiovisual Media
 - 8.1.2. Know the Audience and Know Where to Find Them
 - 8.1.3. Programs and Genres of Cultural Journalism in Linear and Non-Linear Radio and Television Media

- 8.2. The Art of Storytelling
 - 8.2.1. The Perspective of Narratology
 - 8.2.2. Self-Knowledge, Motivation and Personal Goals in the Practice of Cultural Journalism
 - 8.2.3. Creativity and the Point of View of Journalistic Narrative
 - 8.2.4. Informative Rigor in Cultural Information
 - 8.2.5. Identity and Style of Personal Brand
- 8.3. Essential Guides to Cultural Journalism Documentation
 - 8.3.1. Historical Documentation
 - 8.3.2. Current Documentation
 - 8.3.3. The Raging News
- 8.4. The 3.0 Philosophy of Communication
 - 8.4.1. Web 3.0: Definition and Characteristics
 - 8.4.2. Cultural Journalism in Web 3.0
 - 8.4.3. Characteristics of Journalistic Writing Based on Convergence
- 8.5. Media and Social Media Management
 - 8.5.1. Facebook
 - 8.5.2. Twitter
 - 8.5.3. Instagram
 - 8.5.4. LinkedIn
 - 8.5.5. Other Networks
- 8.6. Interactive Journalistic Content
 - 8.6.1. The Role of the Journalism Professional
 - 8.6.2. Inform and Entertain
 - 8.6.3. More Digital Media
 - 8.6.4. Interactive Journalism Content
- 8.7. Communication Disorders
 - 8.7.1. Audience and the User
 - 8.7.2. The Media and the Content
 - 8.7.3. The Medium
 - 8.7.4. The Weather
 - 8.7.5. Disinformation

- 8.8. Web Positioning: SEO, SEM, SMO, SMM and SERM. Specialized Journalistic Contents
 - 8.8.1. SEO
 - 8.8.2. SEM
 - 8.8.3. SMO
 - 8.8.4. SMM
 - 8.8.5. SERM

Module 9. Information Company

- 9.1. Concept and Evolution of the Information Company
 - 9.1.1. What Is the Information Company?
 - 9.1.2. Characteristics of the Journalistic Company
 - 9.1.3. Types of Informative Companies
- 9.2. Organization of Informative Companies
 - 9.2.1. Introduction
 - 9.2.2. How to Organize a Company?
 - 9.2.3. How to Structure an Informative Company?
 - 9.2.4. Models of Organizational Structures
- 9.3. Multimedia Structure of the Informative Company
 - 9.3.1. Introduction
 - 9.3.2. Multimedia Structure of the Informative Company
 - 9.3.3. From the Informative Company to Multimedia Conglomerate
 - 9.3.4. Media Concentration: Causes and Consequences
 - 9.3.5. Large Communication Groups
- 9.4. Marketing of the Information Company's Product
 - 9.4.1. Introduction
 - 9.4.2. Characteristics of Marketing in the Informative Company
 - 9.4.3. Marketing by Distribution Channel
 - 9.4.4. Marketing in the Digital Company
- 9.5. Revenues and Expenses in the Reporting Company
 - 9.5.1. Introduction
 - 9.5.2. The Informative Company in the Financial Environment
 - 9.5.3. Production Cycle in the Information Company
 - 9.5.4. Financial Structure of the Informative Company

- 9.6. The Informative Business Plan
 - 9.6.1. Introduction
 - 9.6.2. Circumstances of Entrepreneurship and Self-Employment in the Information Market
 - 9.6.3. The Creation of an Informative Company
 - 9.6.4. The Informative Business Plan
 - 9.6.5. Mercantile Possibilities of the Information Company
- 9.7. Information Marketing and Strategic Planning
 - 9.7.1. Introduction
 - 9.7.2. What Is Marketing?
 - 9.7.3. Operative Marketing
 - 9.7.4. The 4 Ps of Marketing
- 9.8. Distribution and Promotion of the Information Product
 - 9.8.1. Introduction
 - 9.8.2. Distribution
 - 9.8.3. Promotion of Information Products: Sales Promotion and Advertising Promotion
- 9.9. Information Dissemination and Audiences
 - 9.9.1. Introduction
 - 9.9.2. What Do Understand by Information Dissemination?
 - 9.9.3. What Is Information Dissemination for?
 - 9.9.4. Dissemination and Audience Indicators
- 9.10. Human Resources and Business Management
 - 9.10.1. Introduction
 - 9.10.2. The Reporting Company's Responsibility for Personnel Management
 - 9.10.3. Work Motivation
 - 9.10.4. The Management of the News Company



Module 10. Public Opinion

- 10.1. The Concept of Public Opinion
 - 10.1.1. Introduction
 - 10.1.2. Definition
 - 10.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
 - 10.1.4. Phases in the Growth of Public Opinion as a Discipline
 - 10.1.5. The 20th Century
- 10.2. Theoretical Framework of Public Opinion
 - 10.2.1. Introduction
 - 10.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
 - 10.2.3. Twentieth Century Authors
 - 10.2.4. Walter Lippmann: Biased Public Opinion
 - 10.2.5. Jürgen Habermas: the Political-Value Perspective
 - 10.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 10.3. Social Psychology and Public Opinion
 - 10.3.1. Introduction
 - 10.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
 - 10.3.3. The Name
 - 10.3.4. Conformism
- 10.4. Media Influence Models
 - 10.4.1. Introduction
 - 10.4.2. Media Influence Models
 - 10.4.3. Types of Media Effects
 - 10.4.4. Research on Media Effects
 - 10.4.5. The Power of the Media
- 10.5. Public Opinion and Political Communication
 - 10.5.1. Introduction
 - 10.5.2. Electoral Political Communication. Propaganda
 - 10.5.3. Government Political Communication
- 10.6. Public Opinion and Elections
 - 10.6.1. Introduction
 - 10.6.2. Do Election Campaigns Influence Public Opinion?
 - 10.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
 - 10.6.4. The Effects of Public Opinion
- 10.7. Government and Public Opinion
 - 10.7.1. Introduction
 - 10.7.2. Representatives and their Constituents
 - 10.7.3. Political Parties and Public Opinion
 - 10.7.4. Public Policies as an Expression of the Government's Action
- 10.8. The Political Intermediation of the Press
 - 10.8.1. Introduction
 - 10.8.2. Journalists as Political Intermediaries
 - 10.8.3. Dysfunctions of Journalistic Intermediation
 - 10.8.4. Reliance on Journalists as Intermediaries
- 10.9. The Public Sphere and Emerging Models of Democracy
 - 10.9.1. Introduction
 - 10.9.2. The Public Sphere in the Information Society
 - 10.9.3. The Public Sphere in the Information Society
 - 10.9.4. Emerging Models of Democracy
- 10.10. Methods and Techniques for Public Opinion Research
 - 10.10.1. Introduction
 - 10.10.2. Opinion Polls
 - 10.10.3. Types of Surveys
 - 10.10.4. Analysis

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

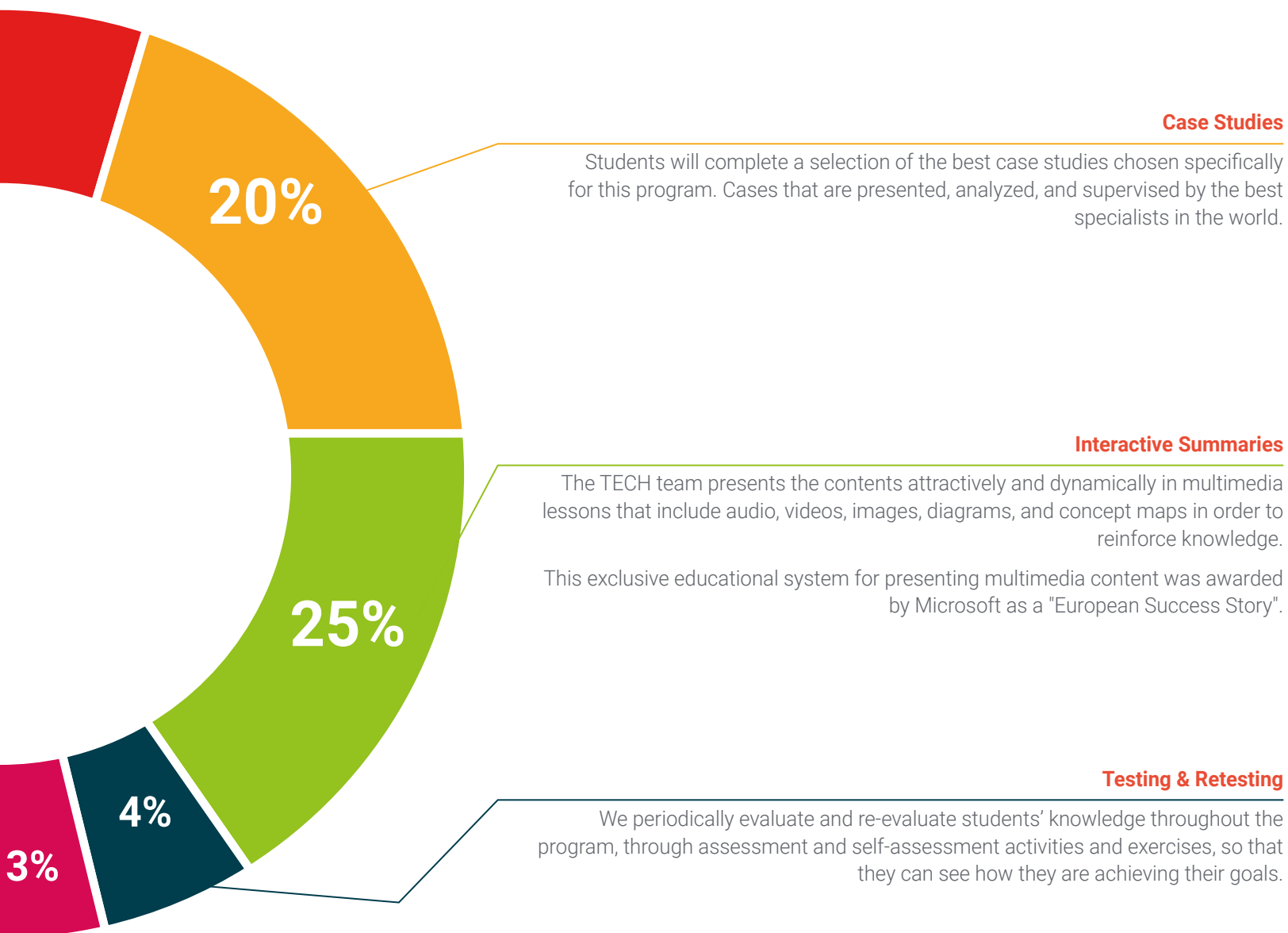
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Master's Degree in Radio Journalism guarantees students, in addition to the most rigorous and up-to-date education, access to a Master's Degree issued by TECH Global University.



“

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

This program will allow you to obtain your **Master's Degree diploma in Radio Journalism** 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.

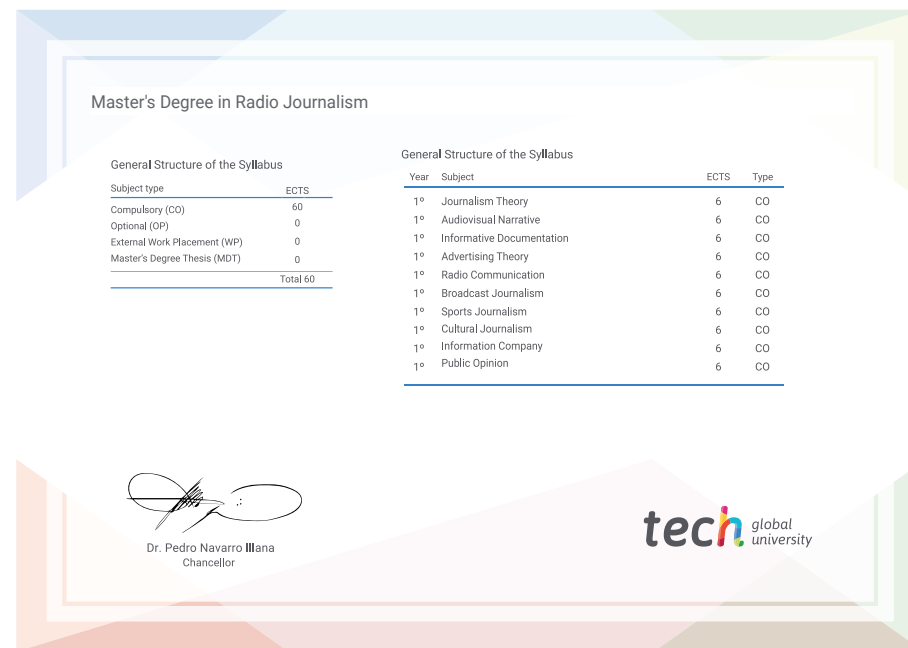
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Master's Degree in Radio Journalism**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**





Master's Degree Radio Journalism

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Master's Degree Radio Journalism