

Professional Master's Degree

Written Journalism



Professional Master's Degree Written Journalism

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

Website: www.techtitute.com/pk/journalism-communication/professional-master-degree/master-written-journalism

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01

Introduction

Writing can be considered one of the pillars of journalism, since it is necessary to master the "art of words" to be able to successfully develop in any area of this profession. The Professional Master's Degree in Written Journalism is aimed at journalism professionals who wish to specialize in this field and promotes mastery, techniques and the most up-to-date trends in the press.



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*Become an excellent journalist and learn
how to report what's going on in the world”*

Journalism courses are in high demand in all universities, since this profession has a big influence on the population and has always held great prestige. Journalism has various branches, including: social, cultural, economic, sports, international, events and conflicts. Therefore, professionals in this sector must specialize in order to tell stories in the most appropriate way in each case.

In addition, the transmission of information can be carried out through different media. Specifically, this Professional Master's Degree aims to specialize students in written journalism. In order to do this, it is necessary for students to acquire a series of competencies that will allow them to put into practice everything they have learned.

The syllabus covers a wide range of subjects, from extensive knowledge in the Spanish language to literary creation, or the communication process and written communication, with a focus on newspapers and magazines. In addition, institutional communication, a feature of written journalism, also plays a fundamental role in this Professional Master's Degree.

This program is the most complete, and is aimed at enabling the professional in the field of journalism and communication to reach a higher level of performance, based on the fundamental principles and the latest trends in written journalism. Take advantage of this opportunity and become a professional with a solid base of knowledge through this academic program and the latest educational technology 100% on-line.

This Professional Master's Degree in Written Journalism contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in written journalism
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ The latest developments in written 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 written journalism
- ♦ An interactive learning system based on decision-making algorithms for situations that may arise in written journalism
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



This program will allow you to improve your skills and become a successful journalist"

“ *This Professional 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 from the world of print journalism, who bring their work experience to this course, as well as specialists from societies of note and prestigious universities.

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

This program is designed around Problem-Based Learning, whereby the professional must try to resolve the different professional practice situations that arise throughout the program. In order to do this, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of written journalism and with extensive experience Teachers.

Don't miss this opportunity to develop your skills in print journalism.

Get to know the latest trends in written journalism and be the best in this sector.



02 Objectives

This Professional 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 proper preparation will a journalist be able to transmit what he or she wants in a written format.



“

The Professional Master's Degree in Written Journalism will allow you to specialize in this broad sector of communication”



General Objective

- ♦ Achieve the necessary knowledge to write and transmit information through different journalistic genres, in written format

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





Specific Objectives

Module 1. Literature and Literary Creation

- ♦ Distinguish the different literary genres and review journalistic genres related to literature
- ♦ Relate the main milestones and trends in the history of communication to their impact and influence on society
- ♦ Observe and identify literary resources in journalistic texts
- ♦ Learn about some of the literary trends and authors and literary journalism, as well as how to write short creative, analytical and critical texts
- ♦ Get to know the historical origins of journalistic genres

Module 2. Journalism Theory

- ♦ Master journalistic tradition from its origins to the present day, with a focus on the main methods of communication, journalists and important news coverage
- ♦ Analyze the types of newspapers that exist and their contents
- ♦ Document information processes and handle new technologies related to document processing
- ♦ Learn the main journalistic tools and their selection criteria
- ♦ Report and act on public opinion, using all the methods, languages and technological tools available to journalism today (press, radio, television and networks)
- ♦ Learn and analyze the elements of a newspaper



Module 3. The Structure of Communication

- ♦ Make knowledge, ideas and informative debates available to society through a variety of journalistic methods and media
- ♦ Learn about the historical evolution of contemporary Spanish, European and international journalistic methods and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Appropriately identify and use all kinds of sources that are significant to the study of information and communication
- ♦ Get to know and analyze the information business

Module 4. Written Communication

- ♦ Identify similarities and differences between oral code and written code
- ♦ Know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- ♦ Distinguish the different phases of the writing process
- ♦ Analyze the text and its linguistics
- ♦ Develop an in-depth knowledge of communication in the past and current communication

Module 5. Written Journalism I

- ♦ Communicate and inform in the language of the press, through the mastery of its various journalistic genres
- ♦ Make decisions related to informative tasks, production and editing, which come up in the search for the latest information
- ♦ Produce periodical publications in both paper and digital formats
- ♦ Write journalistic pieces on time and in a form that accords with the specifications of the different informative(news), interpretative (chronicle, interview and report) and opinion (editorial, column, article, etc.) genres
- ♦ Get to know and analyze journalistic genres

Module 6. Written Journalism II

- ♦ Make knowledge, ideas and informative debates available to society through a variety of journalistic methods and media
- ♦ Learn about the historical evolution of contemporary Spanish, European and international journalistic methods and traditions based on the analysis and research of the messages they transmit and their social impact
- ♦ Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Learn and analyze the concept of journalistic chronicle
- ♦ Learn and analyze the concept of journalistic reporting

Module 7. Magazines

- ♦ Get to know the particular features that define the magazine as a medium of written journalism, its typology and the segmentation of its market
- ♦ Produce periodical publications in both paper and digital formats
- ♦ Learn about the tradition and historical background of written communication technology and journalistic design
- ♦ Analyze and identify the different components of a magazine
- ♦ Get to know the magazine, its specific features and the publishing market



Module 8. Informative Documentation

- ♦ Identify the professional profiles of the journalism professionals, as well as the main skills required in the performance of their professional practice
- ♦ Locate, retrieve and use information, as well as providing an overview of the current status of documentation in its various facets
- ♦ Document information processes and handle new technologies related to document processing
- ♦ Provide a practical vision of the work performed by a documentary filmmaker in the media
- ♦ Master the elements of the information and knowledge society

Module 9. Institutional Communication

- ♦ Understand the communication department within businesses and institutions
- ♦ Apply the necessary techniques for managing a communication department within different companies and institutions
- ♦ Know how to organize events in the private and public sphere, following protocol guidelines
- ♦ Learn about the techniques of corporate image research and to know how to apply the tools of communication to manage it effectively in companies and public organizations
- ♦ Apply corporate identity and reputation analysis tools
- ♦ Analyze the History of Institutional Communication

03 Skills

After passing the assessments of the Professional Master's Degree in Written Journalism, the professional will have acquired the necessary professional skills to do quality work and will also acquire new skills and techniques that will help him/her to complement the knowledge he/she already possessed.



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

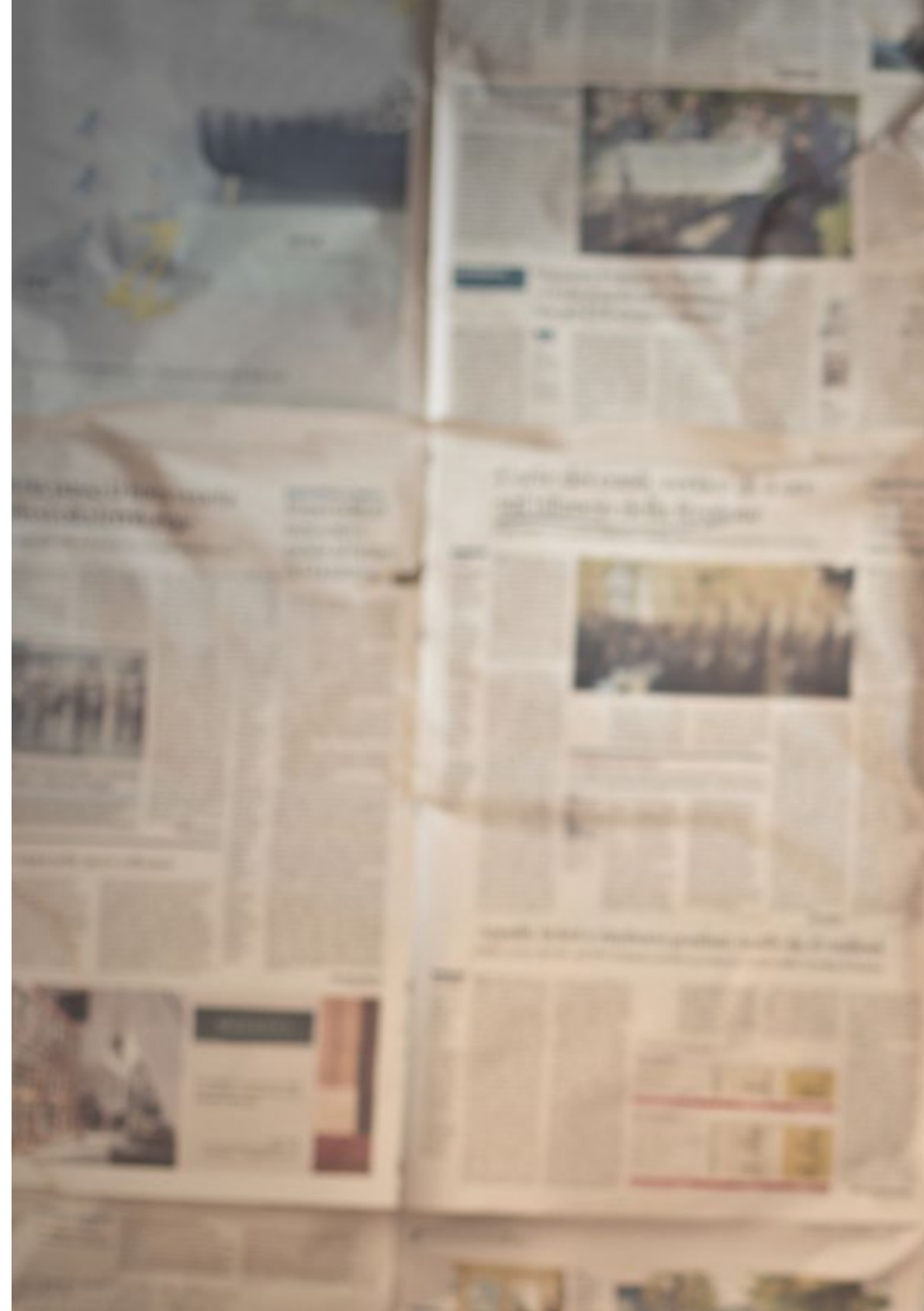


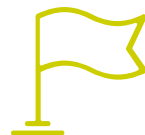
Basic Skills

- ♦ Write and transmit information in written form

“

Enrol in the best Professional Master's Degree in Written Journalism offered by universities today"





Specific Skills

- ♦ Identify and know how to use Spanish language reference tools
- ♦ Identify and apply literary resources in journalistic genres
- ♦ Know the informative process and know how to document journalistic pieces
- ♦ Know the history of traditional journalism and its evolution in the world
- ♦ Communicate through written texts
- ♦ Elaborate journalistic pieces in paper and digital format
- ♦ Elaborate corporate and institutional messages

04

Structure and Content

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



“

This Professional Master's Degree in Written Journalism contains the most complete and up-to-date learning program on the market"

Module 1. Literature and Literary Creation

- 1.1. The Literary Genre
 - 1.1.1. Introduction
 - 1.1.2. Definition of Literary Genre
 - 1.1.2.1. Historical Definition of Literary Genres
 - 1.1.3. Delimitation of Literary Genres: Poetry, Narrative, Theater and Essay
 - 1.1.4. Choose the Genre
- 1.2. The Creative Process and Fiction: From the Initial Idea to the Narrative Text
 - 1.2.1. Introduction
 - 1.2.2. First Steps in the Creation Process
 - 1.2.3. From the Initial Idea to Fiction
 - 1.2.4. From Fiction to Narrative Text
 - 1.2.5. The Narrative Text as an Act of Communication
 - 1.2.6. How to Devise a Work of Fiction
- 1.3. The Author and Literary Style
 - 1.3.1. Introduction
 - 1.3.2. The Writer versus the Author
 - 1.3.3. The Author's Literary Style
 - 1.3.4. Influence. Intertextuality
 - 1.3.5. How to Choose a Style
- 1.4. The Discourse Plan: The Narrator, the Narrative and the Structure
 - 1.4.1. Introduction
 - 1.4.2. The Narrator and Point of View
 - 1.4.3. The Author Versus the Narrator
 - 1.4.4. The Narrative
 - 1.4.5. Narrative Structure
 - 1.4.6. How to Build the Discourse



- 1.5. The Plot of the Story: Characters, Pace and Space
 - 1.5.1. Introduction
 - 1.5.2. The Character
 - 1.5.3. Character Voice. Enunciative Relationships
 - 1.5.4. Narrative Pace
 - 1.5.5. Narrative Space
 - 1.5.6. How to Create the Story
- 1.6. The 19th Century: The Realist and Naturalist Novel
 - 1.6.1. Introduction
 - 1.6.2. The 19th Century in Europe: A Brief Overview
 - 1.6.3. Culture in the 19th Century
 - 1.6.4. The Realist Novel in Europe (Mid-Century)
 - 1.6.5. Some Realistic Authors: Flaubert, Dostoevsky and Tolstoy
 - 1.6.6. The Naturalist Novel (Last Third of the Century)
 - 1.6.7. The Naturalist Novel (Last Third of the Century)
- 1.7. The Narrative of M. Proust and F. Kafka in the First Decades of the 20th Century
 - 1.7.1. Introduction
 - 1.7.2. From the 19th to the 20th: The End of the Century Crisis
 - 1.7.3. Paris at the Turn of the Century: The Narrative of Marcel Proust (1871-1922)
 - 1.7.4. Prague at the Turn of the Century: The Narrative of Franz Kafka (1883-1924)
 - 1.7.5. Successful Advertising: Real Madrid Case Study
- 1.8. English Experimentalism: J. Joyce and V. Woolf. The 1960s to the 1970s
 - 1.8.1. Introduction
 - 1.8.2. The Renewal of English-Language Literature Since the Early 20th Century
 - 1.8.3. Virginia Woolf (1882-1941) and the Bloomsbury Group
 - 1.8.4. The Narrative of James Joyce (1882-1941)
- 1.9. Paris Before and After the War (Between the 1920s and 1940s). From the Lost

Generation to Existentialism

- 1.9.1. Introduction
- 1.9.2. The Happy 20's in Paris: Gertrude Stein and the Lost Generation
- 1.9.3. The 1930s: Towards Commitment in Literature
- 1.9.4. The 40s: Existentialism
- 1.10. The 50s and 60s in the United States. Trends in Literature and Journalism: The Non-fiction Novel and New Journalism
 - 1.10.1. Introduction
 - 1.10.2. America after World War II: Literature and Journalism in the 1950s-60s
 - 1.10.3. The New Yorker School: John Hersey and his Reporting Novels
 - 1.10.4. The New Journalism of the 1960s

Module 2. Journalism Theory

- 2.1. Definition and Types of Newspapers
 - 2.1.1. Introduction: The Study of Communication as a Social Science
 - 2.1.2. Key Concepts: Communication, Information and Journalism
 - 2.1.3. The Media and its Relationship with the Community
 - 2.1.4. Newspapers and Their Relationship with other Media
 - 2.1.5. Definition and Characteristics of the Newspaper
 - 2.1.5.1. History
 - 2.1.5.2. Themes
 - 2.1.5.3. Sales Price
 - 2.1.5.4. Format
 - 2.1.6. Newspaper Contents
 - 2.1.6.1. Sections
- 2.2. Main Journalistic Tools
 - 2.2.1. Introduction
 - 2.2.2. Main Journalistic Tools
 - 2.2.3. Selection Criteria
 - 2.2.3.1. What are they?
 - 2.2.3.2. Classification
 - 2.2.3.3. Relationship to the Present Day

- 2.3. Features of the Newspaper
 - 2.3.1. Introduction
 - 2.3.2. Features of the Newspaper
 - 2.3.3. Different Features
- 2.4. Journalists and Their Journalistic Skills
 - 2.4.1. Introduction
 - 2.4.2. Journalists and Their Journalistic Capabilities
 - 2.4.3. Debate on the Journalistic Profession
 - 2.4.4. Attitudes
 - 2.4.4.1. Practical Attitudes
 - 2.4.4.2. Intellectual and Moral Attitudes
- 2.5. The Organization of a Newspaper
 - 2.5.1. Introduction
 - 2.5.2. Two Structures in One: The Business and the Newsroom
 - 2.5.3. Editorial Principles
 - 2.5.4. Statutes Relating to Newsrooms
 - 2.5.4.1. Roles in a Newsroom
 - 2.5.5. Epilogue: From the Digital Version to the Digital Edition
- 2.6. Journalistic Work
 - 2.6.1. Introduction
 - 2.6.2. Journalistic Work
 - 2.6.3. What is a Newsroom is and How is it Organized?
 - 2.6.4. Daily
 - 2.6.5. Long-Term Planning
 - 2.6.6. Individual and Collective Work
 - 2.6.6.1. Individual Work
 - 2.6.6.2. Collective Work
 - 2.6.6.3. Style Guides
- 2.7. Journalistic Ethics
 - 2.7.1. Introduction
 - 2.7.2. Origin and Historical Evolution
 - 2.7.2.1. The Hutchins Commission
 - 2.7.2.2. The McBride Report
 - 2.7.3. A Way to Regulate the Profession
 - 2.7.4. Functions of Self-Regulation
 - 2.7.5. Code of Ethics
- 2.8. Types of Journalism
 - 2.8.1. Introduction
 - 2.8.2. Investigative Journalism
 - 2.8.2.1. Qualities of the Investigative Journalist
 - 2.8.2.2. Williams Scheme
 - 2.8.2.3. Research Techniques-Innovation
 - 2.8.3. Precision Journalism
 - 2.8.3.1. Specializations in Precision Journalism
 - 2.8.4. Service Journalism
 - 2.8.4.1. Thematic Characteristics
 - 2.8.5. Journalistic Specialization
 - 2.8.6. Development of Specialized Information
- 2.9. Journalism and Rhetoric
 - 2.9.1. Introduction
 - 2.9.2. Separation of Information and Opinion
 - 2.9.3. Theories of Journalistic Genres
 - 2.9.4. The Use of Rhetoric
 - 2.9.5. Eloquence or Elocution
- 2.10. Journalism as a Political Agent
 - 2.10.1. Introduction
 - 2.10.2. The Newspaper According to the Theoreticians
 - 2.10.3. The Newspaper, an Agent of Conflict
 - 2.10.3.1. The Newspaper as Communication
 - 2.10.3.2. The Newspaper at the Extra, Inter, Intra Levels

- 2.10.4. The Newspaper as a Peacemaker
 - 2.10.4.1. Alarm Mechanism
 - 2.10.4.2. Creator of Atmospheres, Mobilizer for Peace
- 2.10.5. The Newspaper as a Complex System of Creation and Problem Solving
- 2.10.6. The Newspaper as a Missionary Institution
- 2.10.7. The Newspaper as the Vertex of a Love Hate Relationship Triangle
- 2.10.8. The Newspaper as a Narrator and Participant in Conflicts
- 2.11. Journalism as a Social Agent
 - 2.11.1. Introduction
 - 2.11.2. The Newspaper as an Interpreter and Mediator
 - 2.11.3. The Newspaper as a Member of the Political System and as a Para-political System
 - 2.11.4. The Newspaper as a Political Informer and Pseudo-Communicator
 - 2.11.5. The Newspaper as an Addressee of the Communication Policies of other Social Agents

Module 3. Structure of the Communication

- 3.1. Theory, Concept and Method of the Communication Structure
 - 3.1.1. Introduction
 - 3.1.2. Autonomy of the Discipline and Relationships with other Subjects
 - 3.1.3. The Structuralist Method
 - 3.1.4. Definition and Purpose of the Communication Structure
 - 3.1.5. Guide to the Analysis of Communication Structure
- 3.2. New International Communication Order
 - 3.2.1. Introduction
 - 3.2.2. State Control: Monopolies
 - 3.2.3. Communication Marketing
 - 3.2.4. Cultural Dimension of Communication
- 3.3. Major Information Agencies
 - 3.3.1. Introduction
 - 3.3.2. What is an Information Agency?
 - 3.3.3. News and Information
 - 3.3.4. Before the Internet
 - 3.3.5. News Agencies can be seen Thanks to the Internet
 - 3.3.6. The World's Major Agencies

- 3.4. The Advertising Industry and its Relationship with the Media System
 - 3.4.1. Introduction
 - 3.4.2. Advertising Industry
 - 3.4.3. The Need of Advertising for the Media
 - 3.4.4. The Structure of the Advertising Industry
 - 3.4.5. The Media and its Relationship with the Advertising Industry
- 3.5. Cinema and the Culture and Leisure Market
 - 3.5.1. Introduction
 - 3.5.2. The Complex Nature of Cinema
 - 3.5.3. The Origin of the Industry
 - 3.5.4. Hollywood, the Film Capital of the World
- 3.6. Political Power and the Media
 - 3.6.1. Introduction
 - 3.6.2. Influence of the Media in the Formation of Society
 - 3.6.3. Media and Political Power
- 3.7. Media Concentration and Communication Policies
 - 3.7.1. Introduction
 - 3.7.2. Media Concentration
 - 3.7.3. Communication Policies
- 3.8. Communication Structure in Latin America
 - 3.8.1. Introduction
 - 3.8.2. Communication Structure in Latin America
 - 3.8.3. New Trends
- 3.9. Media System in Latin America and the Digitization of Journalism
 - 3.9.1. Introduction
 - 3.9.2. Historical Approach
 - 3.9.3. Bipolarity of the Latin American Media System
 - 3.9.4. U.S. Hispanic Media
- 3.10. Digitalization and the Future of Journalism
 - 3.10.1. Introduction
 - 3.10.2. Digitalization and the New Media Structure
 - 3.10.3. The Structure of Communication in Democratic Countries

Module 4. Written Communication

- 4.1. History of Communication
 - 4.1.1. Introduction
 - 4.1.2. Communication in Antiquity
 - 4.1.3. The Revolution of Communication
 - 4.1.4. Current Communication
- 4.2. Oral and Written Communication
 - 4.2.1. Introduction
 - 4.2.2. The Text and its Linguistics
 - 4.2.3. The Text and its Properties: Coherence and Cohesion
 - 4.2.3.1. Coherence
 - 4.2.3.2. Cohesion
 - 4.2.3.3. Recurrence
- 4.3. Planning or Prewriting
 - 4.3.1. Introduction
 - 4.3.2. Writing Processes
 - 4.3.3. Planning
 - 4.3.4. Documentation
- 4.4. The Act of Writing
 - 4.4.1. Introduction
 - 4.4.2. Style
 - 4.4.3. Lexicon
 - 4.4.4. Sentence
 - 4.4.5. Paragraph

- 4.5. Rewriting
 - 4.5.1. Introduction
 - 4.5.2. The Review
 - 4.5.3. How to Use the Computer to Improve the Text?
 - 4.5.3.1. Dictionary
 - 4.5.3.2. Search/Change
 - 4.5.3.3. Synonyms
 - 4.5.3.4. Paragraph
 - 4.5.3.5. Shades
 - 4.5.3.6. Cut and Paste
 - 4.5.3.7. Change Control, Commenting and Version Comparison
- 4.6. Spelling and Grammar Issues
 - 4.6.1. Introduction
 - 4.6.2. Most Common Accentuation Problems
 - 4.6.3. Capitalization
 - 4.6.4. Punctuation Marks
 - 4.6.5. Abbreviations and Acronyms
 - 4.6.6. Other Signs
 - 4.6.7. Some Problems
- 4.7. Textual Models: The Description
 - 4.7.1. Introduction
 - 4.7.2. Definition
 - 4.7.3. Types of Description
 - 4.7.4. Description Types
 - 4.7.5. Techniques
 - 4.7.6. Linguistic Elements
- 4.8. Textual Models: Narration
 - 4.8.1. Introduction
 - 4.8.2. Definition
 - 4.8.3. Features
 - 4.8.4. Components
 - 4.8.5. The Narrator
 - 4.8.6. Linguistic Elements
- 4.9. Textual Models: The Exposition and the Epistolary Genre
 - 4.9.1. Introduction
 - 4.9.2. The Exposition
 - 4.9.3. The Epistolary Genre
 - 4.9.4. Components
- 4.10. Textual Models: Argumentation
 - 4.10.1. Introduction
 - 4.10.2. Definition
 - 4.10.3. Elements and Structure of Argumentation
 - 4.10.4. Types of Arguments
 - 4.10.5. Fallacies
 - 4.10.6. Structure
 - 4.10.7. Linguistic Features
- 4.11. Academic Writing
 - 4.11.1. Introduction
 - 4.11.2. Scientific Work
 - 4.11.3. Summary
 - 4.11.4. The Review
 - 4.11.5. The Trial
 - 4.11.6. Appointments
 - 4.11.7. Writing on the Internet

Module 5. Written Journalism I

- 5.1. Approach to the Theory of Journalistic Genres
 - 5.1.1. Introduction
 - 5.1.2. General approach
 - 5.1.3. Background, Usefulness and Valuation Criteria
 - 5.1.4. Classification of Genres
 - 5.1.5. Differential Characteristics. First Phase: Previous Concepts
 - 5.1.5.1. News
 - 5.1.6. Differential Characteristics. Second Phase: Distinctive Features of Each Genre
 - 5.1.7. Another More Simplified and Universal Classification Model
 - 5.1.8. Future Forecasts: Genres in Digital Journalism
- 5.2. The Multimedia Journalist and the Transformation of Genres
 - 5.2.1. Introduction
 - 5.2.2. A New Journalist is Born
 - 5.2.3. Consequences for the Journalist
 - 5.2.4. Difficult Separation Between Stories and Comments
 - 5.2.5. New Journalistic Genres
 - 5.2.6. The Difference of Working on the Web
 - 5.2.7. Each Channel Requires a Different Way of Doing Things
 - 5.2.8. The New Face of Radio
 - 5.2.9. Understanding the History of Television
 - 5.2.10. A Screen for Everything
 - 5.2.11. A Specific Language for the Web
 - 5.2.12. Steven King's Rule Number 17
- 5.3. Journalistic Language
 - 5.3.1. Introduction
 - 5.3.2. Journalistic Language
 - 5.3.3. The Journalistic Text and its Context
 - 5.3.4. The Choral Language of Icons
- 5.4. The News
 - 5.4.1. Introduction
 - 5.4.2. Definition
 - 5.4.3. Specific Qualities of the News Event
 - 5.4.4. Types of News
- 5.5. Discursive News
 - 5.5.1. Introduction
 - 5.5.2. Preparation and Coverage
 - 5.5.3. Editorial Staff
 - 5.5.4. Parts of the News
- 5.6. The Art of Quotation
 - 5.6.1. Introduction
 - 5.6.2. Functions of Quotes
 - 5.6.3. Types of Quotes
 - 5.6.4. Direct Quotation Techniques
 - 5.6.5. When to Use Direct Quotes
- 5.7. The Journalistic Narrative
 - 5.7.1. Introduction
 - 5.7.2. The Journalistic Narrative
 - 5.7.3. Problems With the Journalistic Narrative

- 5.8. Newspaper headlines
 - 5.8.1. Introduction
 - 5.8.2. Functions of Headlines
 - 5.8.3. Characteristics of Headlines
 - 5.8.4. Evolution of Headlines
 - 5.8.5. Elements of Titling in Print, Audiovisual and Digital Media
 - 5.8.6. Types of Headlines
- 5.9. The Sources of informative Journalism
 - 5.9.1. Introduction
 - 5.9.2. In Search of the News
 - 5.9.3. Types of Sources for Informative Journalism
- 5.10. Informative Production and Production Procedures
 - 5.10.1. Introduction
 - 5.10.2. Organization of Work
 - 5.10.3. Marketing
 - 5.10.4. Some Accounting Aspects
 - 5.10.5. The Image of Newspapers
 - 5.10.5.1. The Redesign of Newspapers

Module 6. Written Journalism II

- 6.1. The Interpretation and Theory of Journalistic Genres
 - 6.1.1. Introduction
 - 6.1.2. Interpretation, a Journalistic Task
 - 6.1.3. The "Martínez Albertos Typology"
 - 6.1.4. Other Finalist Rankings
 - 6.1.5. Objectivity, Classifying Criterion
 - 6.1.6. Are Facts Sacred and Opinions Free?
- 6.2. The Journalistic Chronicle (I). Origins and Definition
 - 6.2.1. Introduction
 - 6.2.2. Definition of the Chronicle
 - 6.2.3. The Chronicle in the Digital Era
 - 6.2.4. Typology of the Chronicle
- 6.3. The Journalistic Chronicle (II). Headlines, Headings and Style Resources
 - 6.3.1. Introduction
 - 6.3.2. The Titling of Chronicles
 - 6.3.3. Types of Headings
 - 6.3.4. The Body: Main Stylistic Resources
- 6.4. The Journalistic Chronicle (II). Headlines, Headings and Style Resources
 - 6.4.1. Introduction
 - 6.4.2. The Chronicling of Crime and Judicial Decisions
 - 6.4.3. The Parliamentary Chronicle
 - 6.4.4. The Chronicling of Shows
 - 6.4.5. The Chronicling of Sports

- 6.5. Reporting (I). Definition, Origins and Typology
 - 6.5.1. Introduction
 - 6.5.2. Definition
 - 6.5.3. The Origin of Reporting: Its Precedents
 - 6.5.4. The «Interpretive Report»
 - 6.5.5. Style and Distinguishing Characteristics of Reporting
 - 6.5.6. Reporting in Digital Format
 - 6.5.7. Typology of Reports
 - 6.5.7.1. Digital Typology
- 6.6. Reporting (II). Idea, Approach and Research
 - 6.6.1. Introduction
 - 6.6.2. Lack of Reporting Pedagogy
 - 6.6.3. The Reporting Project: The Idea and the Approach
 - 6.6.4. The Investigation: Collection, Selection and Arrangement of the Data
 - 6.6.5. When to Use Direct Quotes
- 6.7. Reporting (III). Structure and Editorial Staff
 - 6.7.1. Introduction
 - 6.7.2. Style and Structures, Key to Reporting
 - 6.7.3. The Report Title
 - 6.7.4. The Report Lead
 - 6.7.5. The Body of the Report
- 6.8. The Interview(I). Definition, Origin and Main Milestones
 - 6.8.1. Introduction
 - 6.8.2. Definition of the Interview
 - 6.8.3. Historical Origin of the Interview: Dialogues
 - 6.8.4. The Evolution of the Interview
- 6.9. The Interview (II). Typology, Preparation and Execution
 - 6.9.1. Introduction
 - 6.9.2. Types of Interviews
 - 6.9.3. The Interview Process

- 6.10. The Interview (III). Organization of the Material and Writing
 - 6.10.1. Introduction
 - 6.10.2. Transcription and Preparation of the Material Obtained
 - 6.10.3. The Titling of the Interview
 - 6.10.3.1. Errors in the Title
 - 6.10.4. The Lead
 - 6.10.5. The Body of the Interview

Module 7. Magazines

- 7.1. What is a Magazine?
 - 7.1.1. Introduction
 - 7.1.2. What is a Magazine? Its Specific Features and the Editorial Market
 - 7.1.3. Specific Features of a Magazine
 - 7.1.4. Magazine Market: General Issues
 - 7.1.5. Large Magazine Publishing Groups
- 7.2. The Magazine Reader
 - 7.2.1. Introduction
 - 7.2.2. The Magazine Reader
 - 7.2.3. Find Readers and Build Loyalty
 - 7.2.4. The Printed Magazine Reader
 - 7.2.5. The Digital Magazine Reader
 - 7.2.6. Readership and Advertising
- 7.3. Creation and Life of a Magazine
 - 7.3.1. Introduction
 - 7.3.2. The Creation of a Magazine
 - 7.3.3. The Name
 - 7.3.4. The Life Cycle of a Magazine

- 7.4. Segmentation and Specialization of Magazines
 - 7.4.1. Introduction
 - 7.4.2. Segmentation and Specialization of Magazines
 - 7.4.3. Types of Magazine
 - 7.4.3.1. Cultural Magazines
 - 7.4.3.2. Gossip Magazines
 - 7.4.3.3. Supplements
- 7.5. Structure and Content of Magazines
 - 7.5.1. Introduction
 - 7.5.2. The Opinion
 - 7.5.3. Structure
 - 7.5.4. Contents
- 7.6. Birth and Development of Magazines in Europe and the United States
 - 7.6.1. Introduction
 - 7.6.2. The Beginnings: Between the 16th and 18th Centuries. From Relations to Gazettes
 - 7.6.3. The 19th Century in Europe
 - 7.6.4. Balance of the 19th Century
- 7.7. The 20th Century: The Consolidation of the Modern Magazine
 - 7.7.1. Introduction
 - 7.7.2. The First Decades of the 20th Century for European Magazines
 - 7.7.3. The United States Between the 1920s and the 1960s: The Second Magazine Boom
 - 7.7.4. Europe after World War II: Magazines From the 1940s Onwards
 - 7.7.5. From the 1960s Onwards: The Revamped Magazine
- 7.8. Milestones in the History of American Magazines
 - 7.8.1. Introduction
 - 7.8.2. National Geographic, a Milestone in Popular Magazines
 - 7.8.3. Time, a Milestone in Weeklies or News Magazines
 - 7.8.4. Reader's Digest, a Milestone in Magazine Publishing
 - 7.8.5. The New Yorker, a Milestone in Opinion and Culture Magazines

- 6.9. Magazines in Europe
 - 6.9.1. Introduction
 - 6.9.2. Dissemination
 - 6.9.3. Top Magazines by Country
- 6.10. Magazines in Latin America
 - 6.10.1. Introduction
 - 6.10.2. Origin
 - 6.10.3. Top Magazines by Country

Module 8. Informative Documentation

- 8.1. Introduction to Documentation as a Science
 - 8.1.1. Introduction
 - 8.1.2. The Information and Knowledge Society
 - 8.1.3. Information and Documentation
 - 8.1.4. Definition of Documentation
 - 8.1.5. The Birth of Documentation as a Science
 - 8.1.6. Documentation Centers
- 8.2. History and Characteristics of Informative Documentation
 - 8.2.1. Introduction
 - 8.2.2. History of Informative Documentation
 - 8.2.3. General Characteristics of Informative Documentation
 - 8.2.4. Principles of Informative Documentation
 - 8.2.5. Functions of Informative Documentation
- 8.3. The Journalistic Chronicle (II). Headlines, Headings and Style Resources
 - 8.3.1. Introduction
 - 8.3.2. The Titling of Chronicles
 - 8.3.3. Types of Headings
 - 8.3.4. The Body: Main Stylistic Resources
 - 8.3.5. Reference Works: Concept and Classification

- 8.4. Document Analysis I
 - 8.4.1. Introduction
 - 8.4.2. The Documentary Chain
 - 8.4.3. Documentary Selection
 - 8.4.4. Documentary Analysis
 - 8.4.5. Cataloguing
 - 8.4.6. Documentary Description and Bibliographic Entry
- 8.5. Documentary Analysis II
 - 8.5.1. Introduction
 - 8.5.2. Classification
 - 8.5.3. Indexing
 - 8.5.4. Summary
 - 8.5.5. Documentary Reference
 - 8.5.6. Documentary Languages
- 8.6. Information Retrieval and Databases
 - 8.6.1. Introduction
 - 8.6.2. Information Retrieval
 - 8.6.3. Database Management Systems
 - 8.6.4 Interrogation Languages and Search Equations
 - 8.6.5. The Assessment of Information Retrieval
 - 8.6.6. Data Bases
- 8.7. Photographic Documentation
 - 8.7.1. Introduction
 - 8.7.2. Photography
 - 8.7.3. Photographic Documentation
 - 8.7.4. Photographic Selection Criteria
 - 8.7.5. Documentary Analysis of Photographs

- 8.8. Audio Documentation
 - 8.8.1. Introduction
 - 8.8.2. Characteristics of the Audio Document
 - 8.8.3. Typology of Audio Documents
 - 8.8.4. Audio Files
 - 8.8.5. Documentary Analysis of Audio Information
 - 8.8.6. Informative Documentation on the Radio
- 8.9. Audiovisual Documentation
 - 8.9.1. Introduction
 - 8.9.2. Audiovisual Documents
 - 8.9.3. Televisual Documentation
 - 8.9.4. Documentary Analysis of the Moving Image
 - 8.9.5. Cinematic Documentation
- 8.10. Documentation in the Written and Digital press and in Communication Offices
 - 8.10.1. Introduction
 - 8.10.2. The Basic Service of Documentation in Written Media
 - 8.10.3. The Documentary Process in Digital Media
 - 8.10.4. The Service of Documentation in the Digital Newsroom
 - 8.10.5. Documentation in Communication Offices

Module 9. Institutional Communication

- 9.1. Communications Management
 - 9.1.1. Introduction
 - 9.1.2. The History of Institutional Communication
 - 9.1.3. Main Characteristics of Institutional Communication
 - 9.1.4. Communications Management
 - 9.1.5. Guide to the Analysis of Communication Structure
- 9.2. Ethics, Culture and Values
 - 9.2.1. Introduction
 - 9.2.2. Ethics in Institutional Communication
 - 9.2.3. Culture in Institutional Communication
 - 9.2.4. Values in Institutional Communication

- 9.3. Identity and Corporate Image
 - 9.3.1. Introduction
 - 9.3.2. Brand Image
 - 9.3.3. Identity
 - 9.3.4. Corporate Image Mistakes
- 9.4. Advertising and Communication
 - 9.4.1. Introduction
 - 9.4.2. Advertising Industry
 - 9.4.3. The Importance of Communication
- 9.5. Digital Communication
 - 9.5.1. Introduction
 - 9.5.2. The Role of Digital Communication
 - 9.5.3. Advantages of Digital Communication
- 9.6. Events Management
 - 9.6.1. Introduction
 - 9.6.2. Definition
 - 9.6.3. Events Management
- 9.7. Sponsorship and Patronage
 - 9.7.1. Introduction
 - 9.7.2. Sponsorship
 - 9.7.3. Patronage
- 9.8. Lobbies
 - 9.8.1. Introduction
 - 9.8.2. Definition
 - 9.8.3. Lobbies in Communication

- 9.9. Internal Communication
 - 9.9.1. Introduction
 - 9.9.2. Definition
 - 9.9.3. Characteristics of Internal Communication
- 9.10. Crisis
 - 9.10.1. Introduction
 - 9.10.2. The Crisis of Institutional Communication
 - 9.10.3. New Challenges of Institutional Communication
- 9.11. Financial Communication
 - 9.11.1. Introduction
 - 9.11.2. Financial Communication
 - 9.11.3. The Importance of Financial Communication
- 9.12. Business Protocol
 - 9.12.1. Introduction
 - 9.12.2. Definition
 - 9.12.3. Business Protocol



*A unique, key, and decisive
experience to boost your
professional development"*

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.



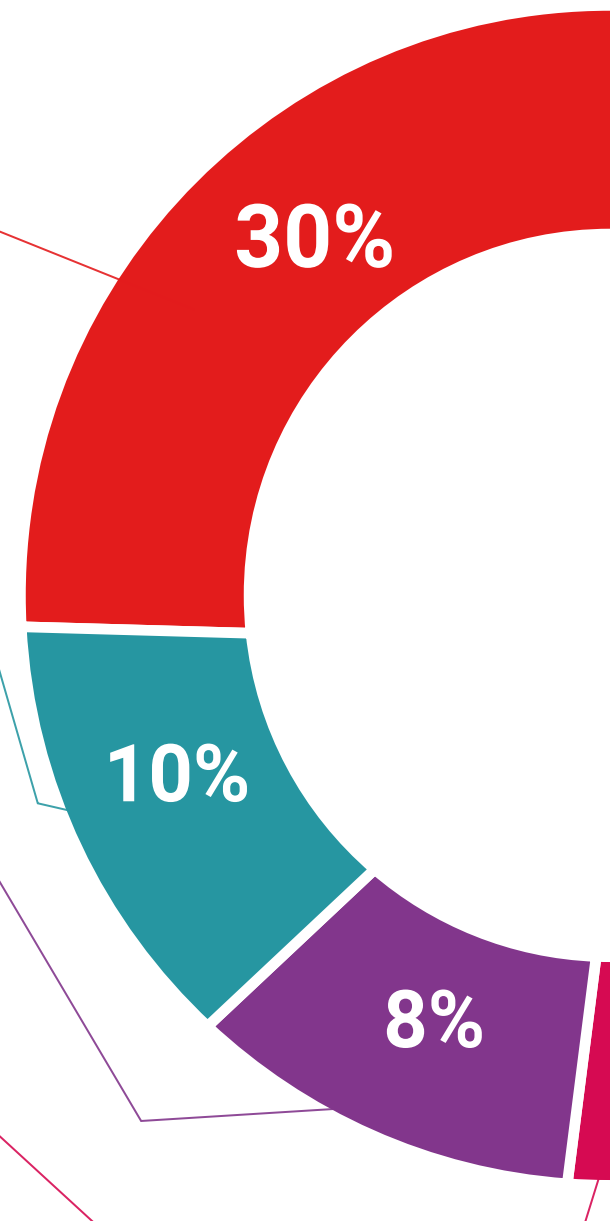
Practising Skills and Abilities

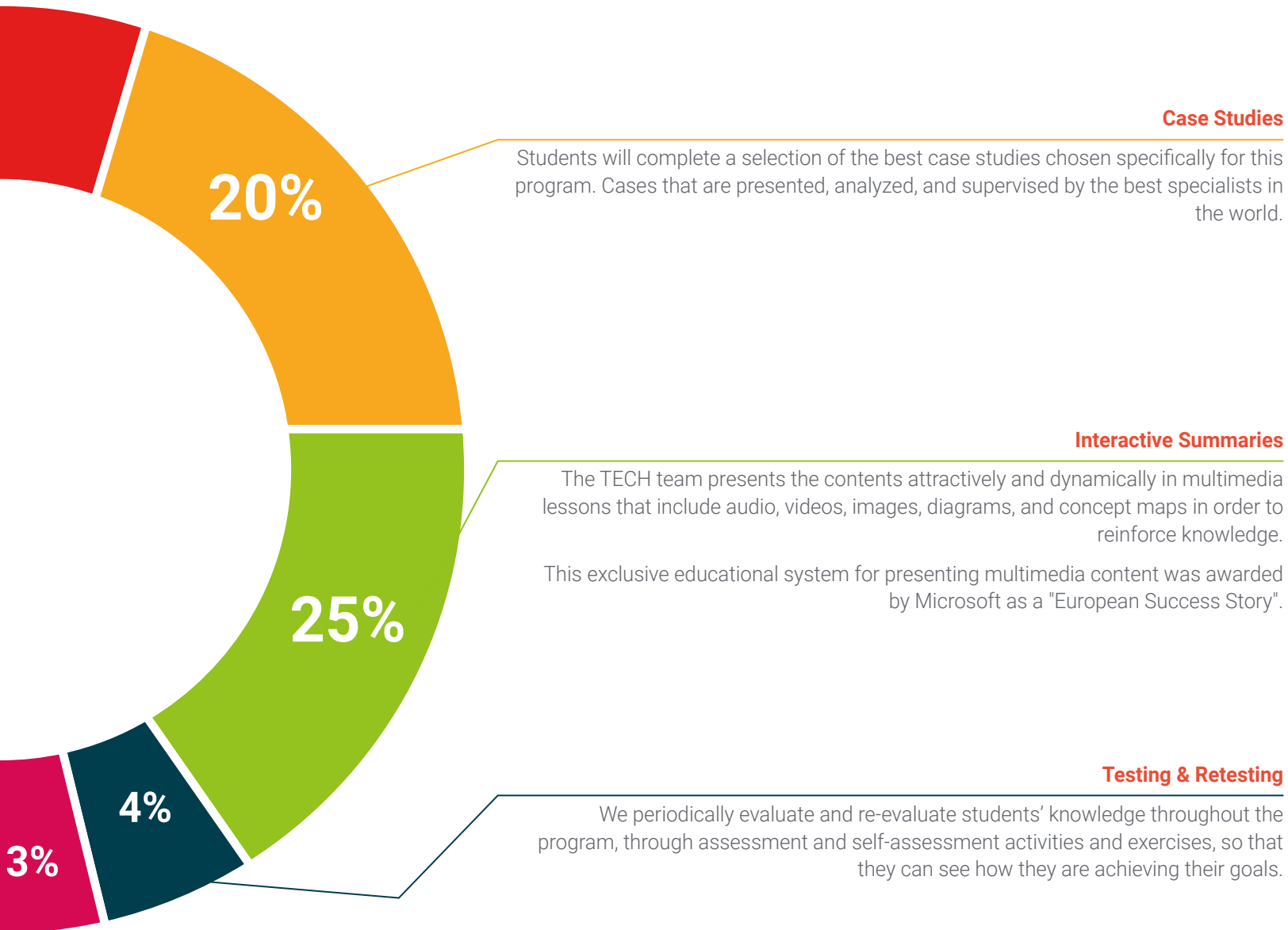
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Written Journalism Oncology guarantees you, in addition to the most rigorous and updated training, access to a Professional Master's Degree issued by TECH Technological University.



“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

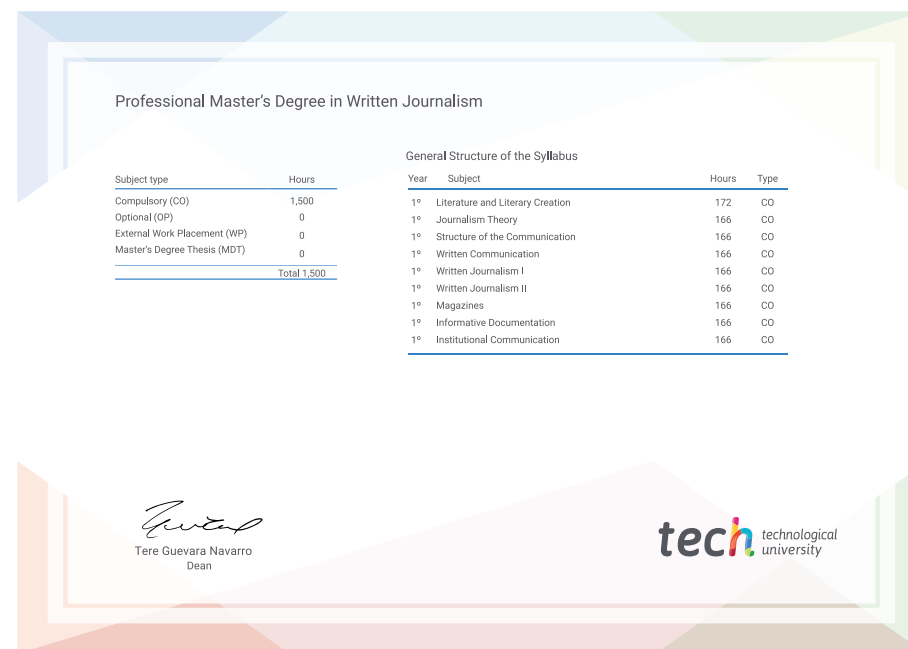
This **Professional Master's Degree in Written Journalism** contains the most complete and up-to-dated program on the market.

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

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

Title: **Professional Master's Degree in Written Journalism**

Official N° of hours: **1,500 h.**





Professional Master's Degree Written Journalism

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

Professional Master's Degree

Written Journalism