

Communication Faculty

International Summer School

June 2019



More information:
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Universidad de
La Sabana

Topics of interest

Communication beyond the traditional

1. Introduction to concepts of non-traditional communication
2. Senses: Communication receivers
3. Brand Reminder: Top of mind v / s Top of heart
4. Neuromarketing: Concept and applications in communication
5. Emotional communication: The role of emotions and feelings
6. Gamification: The Game applied to communication strategies



Peace, Journalism and Post-Conflict

1. Post-conflict journalism: Peace journalism and conflict-sensitive journalism
2. Social, economic and political consequences of peace processes in Colombia
3. Social networks, fake news, hate or peace speech
4. Post-Conflict: An audiovisual look at reconciliation
5. International Journalism: How does the peace process affect the image of a country in a foreign land?
6. Journalism and reconstruction of historical memory
7. Journalism, truth, justice, reparation and reconciliation
8. Disarmament, Demobilization and Reintegration after the Colombian peace process.
9. Conflicts of the 21st century (Situation Analysis)
10. Media coverage of the Colombian peace process

Audiovisual culture and globalization

1. Contemporary global narratives.
2. Adapted script and transnationalization.
3. Animation and global culture.
4. Audiovisual montage and cultural codes.
5. Interactive narratives.
6. Audiovisual ethnography.
7. Film and archives.
8. Science Fiction, globalization and technology.

Impact of digital transformation on journalism

1. Journalism with robots and artificial intelligence
2. Storytelling
3. Data journalism and visualization
4. Big Data
5. Web analytics
6. Monetization of journalism communication projects





Terms and Conditions

Universidad de La Sabana will provide:

- Orientation with all visa procedures and/or work permit Airplane tickets (Economy class)
- Accommodation (4 category hotels) and food expenses while in Colombia (breakfast at hotel, lunch at restaurants and cafeterias of the University, dinner at hotel or restaurants up to \$50.000 COP reimbursement per dinner).
- Transportation: Airport-Hotel-Airport and Hotel-University-Hotel.
- International Health Insurance
- The material needed for the courses according to each professor's requirements (photocopies, slides printed for students, among others).

The summer school will be held between **June 10th and 28th, 2019**

Proposals will be received until **February 24th of the current year**

The background of the image shows a control room or broadcast studio. In the foreground, the backs of two people are visible as they sit in yellow and orange chairs, looking towards the equipment. The room is filled with various pieces of audio-visual equipment, including a large monitor on the left displaying a scene with a car and a person, and another monitor on the right showing a news broadcast. The walls are covered in a complex, white, scribbled pattern. The overall atmosphere is professional and technical.

Application procedure

Interested candidates should:

Send an application letter either in English or Spanish addressed to Manuel Ignacio González, Dean of the Communication Faculty.

The application letter must be accompanied by:

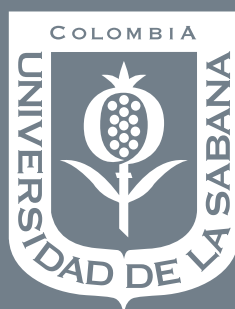
1. Detailed CV highlighting main topics of teaching experience.

(Ph.D. desirable)

2. A course syllabus proposal specifying the preferred language of instruction.

3. English or Spanish- and indicating the methodology that will be implemented (case studies desirable).

Applications should be sent to angelica.molinas1@unisabana.edu.co.



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