ABSTRACT

The first challenge for education in the 21st. century is a change of attitude. Faced with a traditional approach that views education as a communication of knowledge, a new concept emerges, that of the management of knowledge, i.e. the ability to obtain the necessary information, to be able to select it, and to organize it and apply it to a given field.

Tertiary education is also part of this process. The increasing number of diploma-track courses, master’s degree and doctor’s degree programs in Chile and on a world-wide level is a response to new demands by society, with goals and designs which are better adapted to the times at hand. In reply to such requirements, the Pontificia Universidad Católica de Chile has created two new types of master’s degrees in the area of communications.