

# Advanced Master's Degree Political Communication





## Advanced Master's Degree Political Communication

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/advanced-master-degree/advanced-master-degree-political-communication](http://www.techtute.com/us/journalism-communication/advanced-master-degree/advanced-master-degree-political-communication)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Skills

---

p. 16

04

Course Management

---

p. 22

05

Structure and Content

---

p. 28

06

Methodology

---

p. 54

07

Certificate

---

p. 62

01

# Introduction

Political Communication has a high value for the attainment of power by a party. For this reason, all factions and government alternatives surround themselves with the best communication team, on which they rely to win the favor of citizens and, therefore, their votes. In this sense, the training of journalists and political communicators is essential, since it is a highly specialized sector that requires qualified professionals.





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*Political Communication puts into action specific strategies that require the journalist to have a deep knowledge of the political functioning and its message. This Advanced Master's Degree will enable you to move with the efficiency of an expert in the sector”*

Politics is the most specific activity of human beings and is linked to all the processes that surround societies. Political activity, in its attempt to shape society according to individual and collective ideals, has as its main objective the attainment of power, which represents, in modern democratic regimes, the attainment of a sufficient number of citizen support to be able to develop an organization of society close to its ideological approaches.

In this context, journalism and political communication are of vital importance, through which citizens get to know their possible representatives, acquiring sympathies and dislikes that lead them to elect certain institutional representatives.

Ideologies, relations with power and institutions, information flows and their intentionality, *Fake News*, as well as many other factors, become the key to an essential knowledge for the journalist in this sector, so it is essential to have a high level of knowledge in the field. In this way, Political Communication becomes one of the sectors that requires greater specialization and expertise, in order to differentiate and offer the quality information that citizens should receive.

Throughout this specialization, the student will learn all of the current approaches to the different challenges posed by their profession. A high-level step that will become a process of improvement, not only on a professional level, but also on a personal level.

This challenge is one of those that TECH assumes as a social commitment: to help the specialization of highly qualified professionals and develop their personal, social and work skills during the development of the same.

The student will not only be taken through the theoretical knowledge offered, but will understand another way of studying and learning, more organic, simpler and more efficient. TECH will work to keep them motivated and to create a real passion for learning, pushing the professional to think and develop critical thinking.

This Advanced Master's Degree is designed to give the student access to the specific knowledge of this discipline in an intensive and practical way. A great value for any professional.

Furthermore, as it is a 100% online specialization, the student decides where and when to study. Without the restrictions of fixed timetables or having to move between classrooms, this course can be combined with work and family life.

This **Advanced Master's Degree in Political Communication** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The latest technology in online teaching software
- ◆ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ◆ Practical cases presented by practising experts
- ◆ State-of-the-art interactive video systems
- ◆ Teaching supported by remote education
- ◆ Continuous updating and retraining systems
- ◆ Autonomous learning: full compatibility with other occupations
- ◆ Practical exercises for self-evaluation and learning verification
- ◆ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ◆ Communication with the teacher and individual reflection work.
- ◆ Content that is accessible from any, fixed or portable device with an Internet connection
- ◆ The banks of complementary documentation are permanently available, even after training



*High level learning, supported by an advanced technological development and the teaching experience of the best professionals"*

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*A program created for professionals who aspire to excellence and that will allow you to acquire new skills and strategies in a fluent and effective way”*

TECH's teaching staff is composed of working professionals. In this way, the university ensures that it provides the training update objective it intends. It also has a multidisciplinary team of trained and experienced professionals in different environments, who will develop the theoretical knowledge efficiently, but, above all, who will put at the service of the specialization the practical knowledge derived from their own experience.

This mastery of the subject is complemented by the efficiency of the methodological design of this advanced master's degree. Developed by a team of e-learning experts, it integrates the latest advances in educational technology. In this way, students will be able to study with a range of convenient and versatile multimedia tools that will give them the operational skills they need for their specialization.

The design of this program is based on Problem-Based Learning, an approach that conceives learning as a highly practical process. To achieve this remotely TECH uses *telepractice*. With the help of an innovative interactive video system and *Learning from an Expert*, the professional will be able to acquire the knowledge as if they were facing the scenario they are learning at that moment, a concept that will allow them to integrate and set the learning in a more realistic and permanent way.

*We offer you a deep and complete immersion in the most updated strategies and approaches in this field.*

*We have the best teaching methodology and a multitude of simulated cases that will help you train in real situations.*



02

# Objectives

TECH's objective is to prepare highly qualified professionals for work experience. An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is materialized in helping professionals to access a much higher level of skill and control, a goal that the student will be able to achieve with this high intensity and precision program.





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*If your goal is to improve in your profession and to acquire a qualification that will enable you to compete among the best, then look no further: welcome to TECH”*

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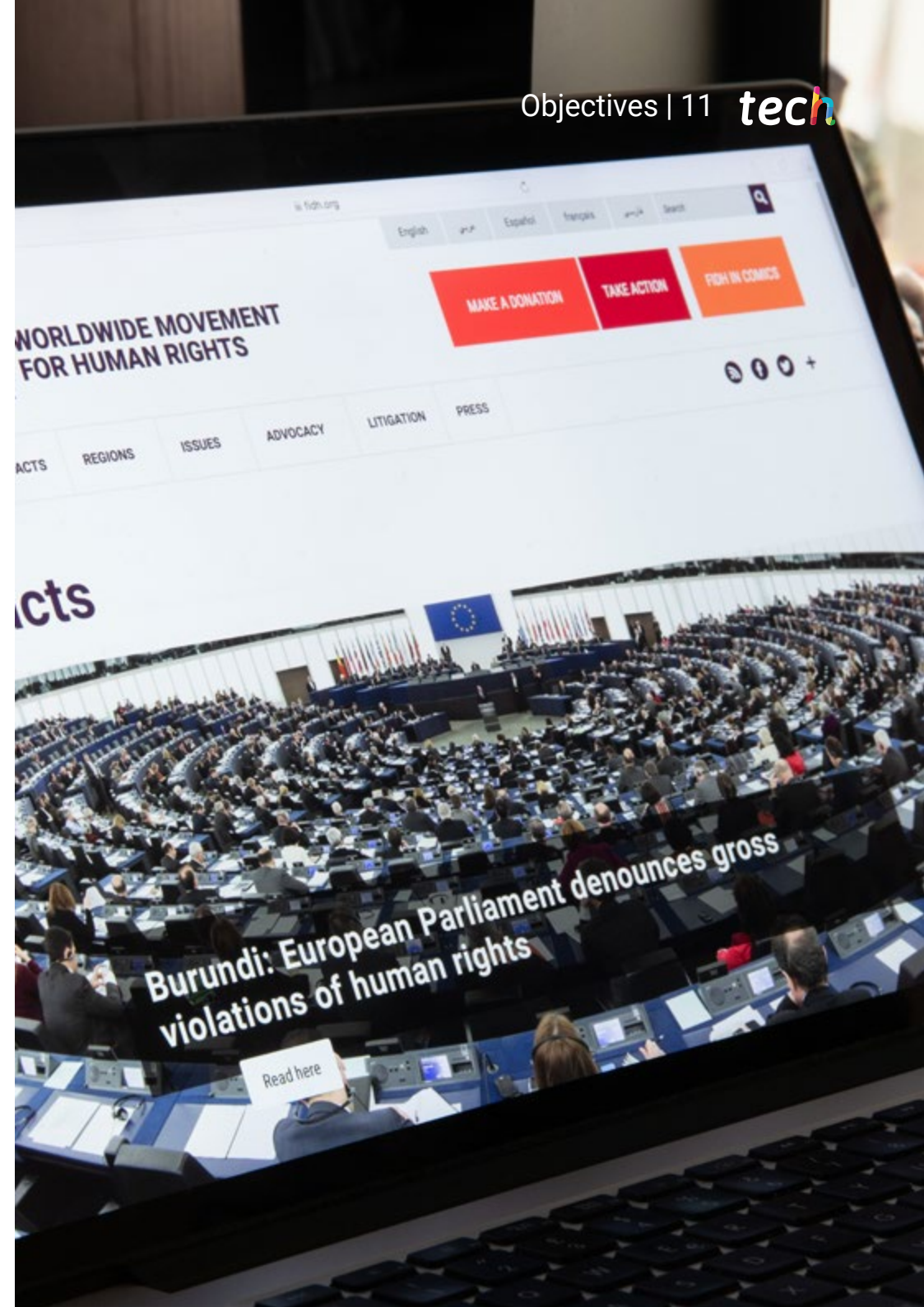


## General Objectives

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- ♦ Examine the historical development of societies through the thinkers that made them evolve
- ♦ Identify the disruptive factors in political thought that forged the development of public opinion through the early days of the media
- ♦ Reach conclusions on the evolution of propaganda systems as factors for achieving power
- ♦ Analyze the creation and workings of ideologies within societies
- ♦ Examine the use of political parties as a vehicle for ideologies
- ♦ Analyze the political realities of the different territories in comparison with the ideologies that have developed there and the party system that operates internally
- ♦ Develop the influence of the political culture of each citizen in the decision of their sympathy towards the different parties
- ♦ Establish the first links with political environments
- ♦ Develop the specifics of different parliamentary activities
- ♦ Identify the different channels of communication available between political formations and the press in the different courts
- ♦ Examine the different styles of parliamentary reporting depending on the format and adapt editorial staffs to improve efficiency and quality
- ♦ Develop specialized knowledge of Political Communication
- ♦ Examine and relate Political Communication with Social Sciences and, in particular, with communication theories
- ♦ Analyze the role of communication of political institutions in the framework of contemporary democracies
- ♦ Create and analyze political speeches aimed at different environments and audiences, as well as to execute them verbally with communicative effectiveness
- ♦ Identify communication strategies applied in political discourses
- ♦ Analyze the rhetoric of political speeches and the different persuasion strategies in political and electoral campaigns
- ♦ Develop skills in the use of oral and written expression techniques which allow the student to acquire the ability to create and analyze political discourse
- ♦ Develop effective communication skills for the graduate to become an excellent spokesperson and communicator in a professional environment
- ♦ Analyze the international context in which political actors are developed
- ♦ Analyze media performance within international political spheres and armed conflicts
- ♦ Interpret the functions that each supranational institution envisages and how their actions may affect particular countries
- ♦ Analyze the discrimination factors of collectives in societies
- ♦ Identify patterns of discriminatory information in information published by the media
- ♦ Determine how best to provide ethical and respectful information without losing the value of professional objectivity

- ◆ Analyze social media in the search for political information
- ◆ Evaluate the behavior of political actors on social media
- ◆ Identify political opportunities in social media
- ◆ Lead the way in social media management and social media analytics
- ◆ Establish the operation and the process for creating surveys
- ◆ Analyze the impact of the polling data on the population and political parties
- ◆ Determine the use and application of political data within the media
- ◆ Exercise the journalistic profession ethically within the political environment
- ◆ Determine how the journalist's relationships with parties and institutions work in order to obtain the desired information
- ◆ Discern and filter truthful and non-malicious information from hoaxes that seek to promote public disinformation
- ◆ Knowledge of the fundamentals of *management*, strategy, marketing and communication
- ◆ Understand the functioning of Political Institutions and Organizations
- ◆ Know the objectives and tools of Marketing and political communication
- ◆ Know how to apply marketing and communication tools according to the political product: program, party and candidate
- ◆ Know the stages and development of a political and electoral campaign





## Specific Objectives

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- ♦ Analyze the influence of power and government in the past, as a basis for current societies
- ♦ Extract key points of thought from the political philosophers of Greece and Rome and apply them to modern knowledge
- ♦ Generate knowledge about democratic development during the Enlightenment and the contributions of its thinkers to political theory
- ♦ Relate any political period from history with contemporary theorists
- ♦ Examine the surge of media influence and power over public opinion
- ♦ Determine the relevance of propaganda during the outbreak and development of war conflicts, mainly in contemporary Europe
- ♦ Discern the influence of journalistic and propagandistic developments at the beginning of the 20th century on the evolution of the Spanish Civil War and the subsequent Franco dictatorship
- ♦ Identify key historical factors in our societies today to draw conclusions about political influences over time
- ♦ Analyze the role of the media in democratic societies through their relationship with power
- ♦ Critically analyze the different ideological scales and political orientations
- ♦ Examine the positioning of the parties within political systems
- ♦ Determine the importance of lobbying groups associated with civil movements with a political aspect
- ♦ Establish the different political identities of both parties and citizens, which is fundamental to interpret their ideological positions
- ♦ Examine how a party functions, its rules and internal standards and what causes divisions or unions with different families

fake or real

- ♦ Examine the changes that may occur in parties as their political progress develops towards institutionalization
- ♦ Justify the need for reliable and honest reporting
- ♦ Examine all the tools available in the Chamber for the practice of parliamentary journalism
- ♦ Analyze the different activities and events of the hemicycle
- ♦ Identify the usual channels of communication between the press and the parties
- ♦ Propose new writing styles according to the platforms, format and technology available
- ♦ Analyze the tentacles of power of political environments
- ♦ Develop capacity, skills and critical judgment to establish the communication plan, set objectives, define the target audience, plan strategies and control the communication budget
- ♦ Analyze the mechanisms through which Political Communication tools are designed, both historically and currently, and their application to different cases
- ♦ Determine the functions of the person in charge of the communication area of an organization or company and establish contacts with the different audiences, both internal and external
- ♦ Identify the main theories for the analysis of the relationship between electoral campaigns, media and political behavior
- ♦ Develop skills and abilities to research and analyze communication phenomena and processes for all types of public and private organizations, advisory, consulting and mediation tasks
- ♦ Evaluate and assess the identity, communication, image, reputation and brand of an organization, product or person
- ♦ Generate own criteria to search and analyze information from diverse sources within the Political Communication environment
- ♦ Analyze the origin of rhetoric and public speaking Identify what they are, as well as the importance of adapting to different audiences in order to communicate in a convincing and persuasive way
- ♦ Propose an interdisciplinary approach to political discourse, taking into account the complexity of all discursivity
- ♦ Develop specialized knowledge and critical judgment to situate the communicative processes and phenomena under investigation (political, cultural, ideological, historical, social, etc.) in the corresponding potential levels of causes and their possible effects
- ♦ Examine discursive and argumentative rhetoric for its application to analytical, interpretative and opinion texts
- ♦ Recognize the role of political consulting in the Political Communication of political parties and political professionals
- ♦ Identify elements involved in electoral communication
- ♦ Provide innovative conceptual tools to concretely apply empirical case studies
- ♦ Determine the role of the political journalist within international environments
- ♦ Analyze the functioning of different types of states and how they can act politically
- ♦ Interpret the consequences of globalization on the development of societies from a communication perspective
- ♦ Analyze the position of supranational organizations and their decision-making capacity over the states to which they are addressed
- ♦ Develop, with a critical perspective, the most recent armed conflicts and their impact on societies, as well as their treatment by the media

- ◆ Examine the relevance of social movements from the French May onwards, and the information that has been given about them
- ◆ Analyze the incidence of the new populisms in the different countries where they have taken power and the means used to achieve it
- ◆ Identify the factors of discrimination of groups in the media and discern whether they are provoked or unintentional
- ◆ Determine the basis for inclusive communication
- ◆ Analyze the evolution of the media as an opportunity to advance the modes of informative language
- ◆ Visualize the role of women in the mainstream media, both internally as journalistic and in the way they are treated in the news
- ◆ Identify the racist biases that can occur within a publication
- ◆ Examine the assignment of space to disadvantaged groups
- ◆ Assume the social responsibility of journalists as informers of the public in order to evolve towards a better professional practice
- ◆ Identify relevant communities and political actors in social networks
- ◆ Identify political social media
- ◆ Defining guidelines for action in social networks
- ◆ Verify the content of social media
- ◆ Manage social media correctly
- ◆ Generate social media data for subsequent analysis
- ◆ Create useful reports for the evaluation of action on the internet





- ◆ Monitor political activity on social media
- ◆ Explore political innovation on the internet
- ◆ Analyze the history of political data and its use throughout the history of democracy
- ◆ Establish the use of surveys and their preparation and creation phases
- ◆ Determine the role of the “kitchen” in the leaking of political data
- ◆ Analyze the use that parties, media and citizens make of surveys
- ◆ Develop expertise in using a survey and understanding its data as it is to be processed
- ◆ Determine the use of data visualization within the media work and its processing essential to the understanding of the particular user
- ◆ Analyze the current situation of the media in the daily coexistence with disinformation processes
- ◆ Identify both organic (parties) and individual (politicians) political sources
- ◆ Analyze the factors that have developed *Fake News* in recent years, looking at the major sources of Fake News broadcasting
- ◆ Examine the limits of legal journalism with regard to the preparation and elaboration of information, connecting in the same way with the legal perspective
- ◆ Determine the need for continuous verification work, based on what has already been developed by the *Fact-checking* companies
- ◆ Analyze existing legislative initiatives to regulate the propagation of hoaxes and false information
- ◆ Praise the work of the fact-checking and objective journalist as opposed to the media that promote disinformation

# 03 Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree in Political Communication have been achieved, the professional will have superior skills and performance in this field. A very complete approach in a high-level master's degree which makes the difference.

## Million reinvested in travel businesses

The objectives will be based on how you gain by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

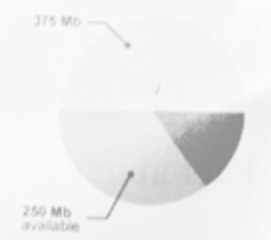
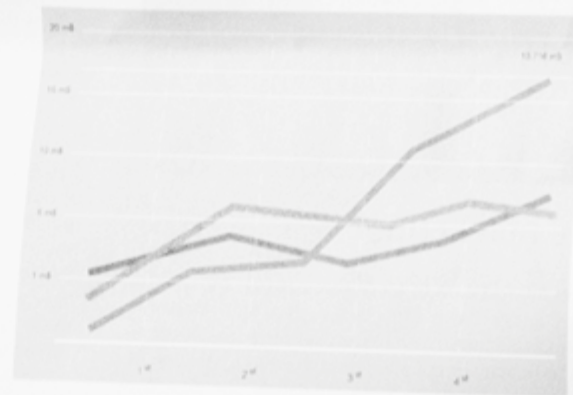
Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing your sales. The marketing plan should be innovative.

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve advantage over other competitions. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to it's objectives.

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# FAKE NEWS

## ECONOMY OF THE EUROPEAN UNION

WORLD BANK'S STOCK AT ALL-TIME HIGH / US RATE RISE CHANCES RECEDE AS JOBS GROWTH SLOW

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BS GROWTH SLOWS

### WORLD BANK'S STOCK AT ALL-TIME HIGH

process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve the advantage over other competitions. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how you gain sales by acquiring and keeping customers.

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Marketing strategy's goal is to increase sales and achieve the advantage over other competitions. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy is a plan for making good use of marketing opportunities to increase sales and achieve the advantage over other competitions.



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Achieving excellence in any profession requires effort and perseverance. But, above all, the support of professionals, who will give you the boost you need, with the necessary means and assistance. At TECH, we offer you everything you need”



## Basic Skills

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- ◆ Perform the functions of specialist communicator in any media or newspaper
- ◆ Work according to the type of writing in this sector
- ◆ Properly manage the information in this area
- ◆ Relating to political sources
- ◆ Developing in the political arena
- ◆ Working specifically with ideologies making use of specialized knowledge
- ◆ Manage political campaigns
- ◆ Analyze political data in different contexts
- ◆ Provide consultancy in Political Communication and Public Affairs
- ◆ Manage relations with political managers

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*Our objective is very simple: to offer you quality specialized training, with the best teaching methods currently, so that you can reach new heights of excellence in your profession"*





## Specific Skills

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- ◆ Conduct historical analysis on the influence of power and government
- ◆ Explain the key points of political philosophy in Greece and Rome
- ◆ Discuss democratic development in the Enlightenment
- ◆ Analyze historical influences and their effects on current policy
- ◆ Explain the factors influencing propaganda in the Spanish Civil War and Francoism
- ◆ Describe the different historical ideologies
- ◆ Associate each ideology with the corresponding political parties
- ◆ Relate ideologies to the systems of each society in a practical way
- ◆ Explaining the political culture
- ◆ Describe the political identities of the citizen
- ◆ Describe the political system of a society
- ◆ Using the different types of party persuasion
- ◆ Develop a comparative perspective on the functioning of parties: ways of acting, diversity of internal ideologies, fractures, etc
- ◆ Elaborate quality parliamentary chronicles for any platform and format
- ◆ Being fluent in information derived from the Courts
- ◆ Master writing styles
- ◆ Use the tools for parliamentary reporter
- ◆ Develop appropriate relationships between the reporter and the press

- ♦ Write in environments other than the courts
- ♦ Work with knowledge of the political environment surrounding the institutions
- ♦ Manage the communication, consulting and press departments of the different political actors
- ♦ Analyze the rhetoric of public discourse
- ♦ Describe the democratic values that are expressed through political language
- ♦ Unveil the argumentation patterns of political speeches and institutional communication
- ♦ Use methodological and theoretical tools for the analysis and development of political discourse
- ♦ Inquire into the subtext of the political message
- ♦ Address conflicts between countries with higher incidence
- ♦ Analyze the media coverage of these
- ♦ Describe the political regimes of each State and their different communication styles
- ♦ Explain the international populist expansions of recent years
- ♦ Explain the disinformation strategies of leaders of controversial regimes
- ♦ Describe the current media situation with respect to communication related to disadvantaged sectors of society
- ♦ Identify bad practices
- ♦ Recognize malpractice exercises in relation to professional ethics





- ◆ Promote objective and equal information development in the media.
- ◆ Expertly manage and analyze networks
- ◆ Apply the knowledge of a digital Marketing specialist in the journalistic and political sphere
- ◆ Monitor what happens in the network outside the bubble filters
- ◆ Measure the impact in the real world
- ◆ Create impact movements, through the agenda setting or with the participation in conversations generated in the network
- ◆ Analyze the types of voters according to their social range
- ◆ Discover the types of vote according to their social range
- ◆ Analyze the influence of polling on the voter
- ◆ Analyze the policy according to the data
- ◆ Visualize data and handle it optimally for journalistic communication
- ◆ Recognize the different political sources and how to relate to them
- ◆ Detecting the intentionality of the leaks and their orientation
- ◆ Apply the code of ethics when carrying out journalistic activity
- ◆ Recognize Fake News, hoaxes and falsehoods and correct them in the media
- ◆ Understanding and making use of Fact-checking

# 04

# Course Management

The Advanced Master's Degree in Political Communication has an added value that stands out from any other similar specialization: its faculty. The teachers who make up the team of professors know, first hand, the real workings of Political Communication. Therefore, we have developed an educational program specially focused on professional development from a perspective fully adjusted to the reality of the sector.





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*Learning from experts in the field is the best way to learn all the secrets of Political Communication”*

## International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.





## Dña. McIntoch, Jess

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- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

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

## Management



### Dr. Hernández de la Morena, Marcos

- ♦ Journalist expert in Political Communication
- ♦ Member of the Coordination Unit for the Spanish Presidency of the European Union
- ♦ Member of the Coordination Unit of the General Secretariat of the Presidency of the Government for the NATO Summit
- ♦ Political analyst at the Civic Chamber
- ♦ Editor and Broadcaster at Cadena SER
- ♦ Community Manager and Editor at Expansión
- ♦ Economic Editor at La Tribuna de Automoción
- ♦ Press collaborator for the Socialist Youth
- ♦ Contributing analyst at Debate21
- ♦ Graduate in Journalism at Universidad Villanueva
- ♦ Master's Degree in Advanced Studies in Political Communication from the Complutense University of Madrid

## Professors

### Mr. Lardiez Manzano , Adrián

- ♦ Parliamentary Correspondent of the newspaper El Plural
- ♦ *Community Manager* at International School of Communication
- ♦ Head of Communications at CEDEU Center for University Studies
- ♦ Content writer and broadcaster at Libertad FM
- ♦ Graduate in Journalism from the Rey Juan Carlos University
- ♦ Master's Degree in Democratic Leadership and Political Communication, Political Science and Governance from the Complutense University of Madrid

### Ms. Sánchez Zambrano, Isabel Maria

- ♦ Accredited Parliamentary Assistant in the European Parliament
- ♦ Political advisor in the Regional Development Committee of the European Parliament
- ♦ Advisor to the Spanish Federation of Municipalities and Provinces
- ♦ Graduate in International Studies from the Carlos III University of Madrid

**Ms. Dominguez Liaño, Sara**

- ◆ Security Analyst at Black Bull Group
- ◆ Advisor at the Ministry of Presidency of the Government of Spain
- ◆ Internship at the Socialist Parliamentary Group of the Madrid Assembly
- ◆ Participant in Think Tank Common Action Forum
- ◆ Degree in Political Science from Carlos III University, Madrid (UC3M).
- ◆ Master's Degree in Peace, Security and Defense from the Gutiérrez Mellado University Institute
- ◆ Expert in International Crisis Prevention and Management, Carlos III University of Madrid
- ◆ Expert Graphologist by the IPSIGRAP institute
- ◆ Expert in Intelligence Analysis

**Mr. Romero Sánchez, David**

- ◆ Responsible for Digital Communication of the website of the Presidency of the Government of Spain
- ◆ Strategy consultant and analyst of digital political communication in the primary elections of the Dominican Republic
- ◆ Digital Political Communication consultant in the electoral campaign of the general, municipal and European elections
- ◆ Teacher in postgraduate university studies related to Corporate Communication
- ◆ Degree in Political Science and Administration from the University of Granada
- ◆ Degree in Law from the University of Granada
- ◆ Master's Degree in Political Communication and Electoral Campaign from Pablo Olavide University

**Mr. Espí Hernández, Alejandro**

- ◆ Political Advisor
- ◆ Commentator in Political News Program in UMH Radio
- ◆ Graduate in Political Science and Public Management from the University of Elche
- ◆ Master's Degree in International Iberoamerican Relations from the Rey Juan Carlos University
- ◆ Postgraduate Diploma in Political and Institutional Communication from the San Antonio Catholic University of Murcia
- ◆ Expert in professional skills, employability and entrepreneurship from the Miguel Hernández University
- ◆ Postgraduate in Public Speaking and Political Communication Strategies
- ◆ Official member of the international organization Jóvenes Iberoamericanos

**Mr. Guisado, Daniel Vicente**

- ◆ Political scientist expert in data analysis and electoral behavior
- ◆ Public columnist
- ◆ Public Agenda columnist
- ◆ Founder and editor of Platonea
- ◆ Author of the book Hijos de la misma rabia: Salvini and Meloni
- ◆ Consultant for municipal election campaigns
- ◆ Degree in Political Sciences from the Carlos III University of Madrid.
- ◆ Master's Degree in Political and Electoral Analysis from the Carlos III University, Madrid
- ◆ Master's Degree in Peace, Security and Defense by UNED

**D. Pérez-Guzmán Arbáizar, Víctor**

- ◆ Political scientist and economist expert in data analysis and interpretation
- ◆ Data analyst at 40dB
- ◆ Data analyst at MVGM International
- ◆ Market Research Analyst at Patrick Charles Communication
- ◆ Degree in Political Sciences from the Carlos III University of Madrid
- ◆ Degree in Law and Economics from Rey Juan Carlos University
- ◆ Master's Degree in Political and Electoral Analysis from the Carlos III University, Madrid
- ◆ Master's Degree in Big Data Management and Analysis: Big Data, Data Processing and Data Processing Technology by UEMC School of Business and Management.

**Mr. Espinosa Mateo, Carlos**

- ◆ Political scientist expert in Image Consulting and Political Consultancy
- ◆ Political Intelligence, Institutional Relations and Communication Consultant at LEVIN Institutional Health Affairs.
- ◆ Municipal spokesperson in the City Council of Socuéllamos
- ◆ Founding partner and head of communications at Prima Comunicación
- ◆ Graduate in Political Science and Government from Carlos III de Madrid University
- ◆ Master's Degree in Image Consulting and Political Consultancy from Camilo José Cela University



**Ms. Cáceres, Karina**

- ◆ Political scientist specialized in Digital Communication and Gender
- ◆ Data analyst and political advisor for Brandwatch
- ◆ Freelance analyst of digital research projects
- ◆ Research Assistant for the Organization of American States
- ◆ Head of digital strategy for the Network of Women Political Scientists
- ◆ Research Assistant with the NGOs Grupo EDISUR and Asuntos al SUR.
- ◆ Master's Degree in Latin American Studies from the University of Salamanca
- ◆ Degree in International Relations from the Catholic University of Cordoba

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*Take the opportunity to learn about the latest advances in this field and apply it to your daily practice"*



# 05

## Structure and Content

The contents of this specialization have been developed by the different professors of this course, with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true experts in this field. The content of this Advanced Master's Degree will allow the professional to learn all aspects of the different disciplines involved in this area. A comprehensive and well-structured program that will lead you to the highest standards of quality and success.



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*Through a very well compartmentalized development, you will be able to access the most advanced knowledge of the moment in Political Communication"*

## Module 1. Political Journalism, Propaganda and Philosophy of Thought

- 1.1. Greece and Rome. Classic Political Philosophy and the Birth of Public Opinion
  - 1.1.1. Greece, Cradle of Public Opinion and Political Thought
    - 1.1.1.1. The Pre-Socratics and the Political Idea
    - 1.1.1.2. Socrates, Father of Political Philosophy
    - 1.1.1.3. Plato and the Republic
    - 1.1.1.4. The Oratory of Demosthenes
    - 1.1.1.5. Aristotle and Politics
  - 1.1.2. Rome: Thought, Power and Oratory
    - 1.1.2.1. Greek Influences: Helenism
    - 1.1.2.2. Cicero: Speeches and Ideal State
    - 1.1.2.3. Seneca and Imperial Power
    - 1.1.2.4. Marcus Aurelius, Reflections of an Emperor
- 1.2. From the Middle Ages to Machiavelli: Early Propaganda and Political Science
  - 1.2.1. The Middle Ages. Ecclesiastical Propaganda is Born
    - 1.2.1.1. Augustine of Hippo and Thomas Aquinas
    - 1.2.1.2. The Church and the Control of the Masses
  - 1.2.2. High Middle Ages: Road to the Renaissance
    - 1.2.2.1. Dante's Monarchy
    - 1.2.2.2. Marsilio of Padua
  - 1.2.3. Niccolo Machiavelli and Politics as a Field of Study
- 1.3. Illustration: France, England and the Golden Age of Political Thought
  - 1.3.1. Precedents of the Thought Explosion
    - 1.3.1.1. Hobbes' Leviathan
    - 1.3.1.2. The French Revolution as a Starting Point
  - 1.3.2. France
    - 1.3.2.1. Montesquieu and the Spirit of the Laws
    - 1.3.2.2. Rousseau's Social Contract
  - 1.3.3. England
    - 1.3.3.1. Locke's Letter on Tolerance
    - 1.3.3.2. Bentham and a Good Government
  - 1.3.4. Germany
    - 1.3.4.1. Schiller and Revolution without Violence
- 1.4. 19th Century: Growth of Political Journalism Amidst Ideological Revolutions
  - 1.4.1. Consolidation of the press as a Fourth Power
    - 1.4.1.1. First Parties and their Related Media
  - 1.4.2. Start of Marxism
    - 1.4.2.1. Communist Manifesto
    - 1.4.2.2. Marxist Conception of the State
  - 1.4.3. Free Revolutions and Political Conception
    - 1.4.3.1. 1820
    - 1.4.3.2. 1830
    - 1.4.3.3. 1848
- 1.5. First World War: Expansion of War Propaganda
  - 1.5.1. The Themes of Mass Propaganda: Patriotism as a Basis
    - 1.5.1.1. Economic Support
    - 1.5.1.2. Civil Support
    - 1.5.1.3. Military Enlisting
    - 1.5.1.4. Internal Military Propaganda
  - 1.5.2. Lippmann, Bernays and the Anti-German Campaign
  - 1.5.3. Expansion of Propaganda as a Multiuse Method
    - 1.5.3.1. Posters
    - 1.5.3.2. Radio
    - 1.5.3.3. Press
  - 1.5.4. The Consequences of the Development of Propaganda in Europe and the USA.
- 1.6. Between the World Wars and the Second World War: The Pinnacle of Propaganda and Trench Journalism
  - 1.6.1. The Defeated of the Great War
    - 1.6.1.1. Germany, Under Rubble and Debt
  - 1.6.2. The Rise of Authoritarianism through Political and Civil Symbols
    - 1.6.2.1. Nazism
    - 1.6.2.2. Fascism





- 1.6.3. Outbreak of War and International Propaganda
  - 1.6.3.1. Black and White Propaganda
  - 1.6.3.2. Interior Propaganda
  - 1.6.3.3. Exterior Propaganda
- 1.6.4. War Journalism, War Journalism, a Reporting Machine
  - 1.6.4.1. Journalists and Sides
  - 1.6.4.2. The Importance of Information in the Second World War
- 1.7. Spanish Civil War and Franco's Dictatorship: Journalism of Sides, Propaganda and Censorship
  - 1.7.1. Outbreak of Civil war and the Specialization of Sides
  - 1.7.2. Factional Propaganda
    - 1.7.2.1. Franco Regime Propaganda. National and International
    - 1.7.2.2. Republican Propaganda. National and International
    - 1.7.2.3. Comparison of Signage
  - 1.7.3. Journalists in the Trenches
    - 1.7.3.1. National Information
    - 1.7.3.2. International Information
  - 1.7.4. End of the War and First Franco Regime
    - 1.7.4.1. Selling the Victory. Lawfulness
    - 1.7.4.2. Propaganda in the Franco Regime
    - 1.7.4.3. Repression of Journalism During the Dictatorship and Media Conversion
- 1.8. Cold War: Bloc Politics, Biased Reporting and Subversive Propaganda
  - 1.8.1. Specialization of Blocks after the War
    - 1.8.1.1. Information. Media at the Service of the Blocks
    - 1.8.1.2. Confrontational Propaganda
  - 1.8.2. Professional Journalism in Contrary Environments
    - 1.8.2.1. Witch Hunting in USA
  - 1.8.3. Internal Subversive Communication and Propaganda
    - 1.8.3.1. Pro-Soviet Media and Outreach in the USA
    - 1.8.3.2. Pro-US Media and Broadcasting in the USSR

- 1.9. Contemporary Political Thought and the Establishment of Political Journalism in the late 20th Century
  - 1.9.1. Philosophical Consequences after World War II and the Context of the Cold War
    - 1.9.1.1. Rawls and the Theory of Justice
    - 1.9.1.2. May '68 as a Starting Point for Left-Wing Thinkers
  - 1.9.2. Frankfurt School and Development of Thought
  - 1.9.3. Political Philosophy Linked to the Economy at the End of the Century
  - 1.9.4. Development of Political Journalism in Consolidated Democracies
    - 1.9.4.1. Political Journalism as the Main Sector
    - 1.9.4.2. Counter-Power or in the Service of Power?
  - 1.9.5. Journalism in the Late Franco Era. Fraga Law
    - 1.9.5.1. Top Political Journalism in the New Democracy
- 1.10. Political Journalism and Partisan Propaganda in the 21st Century
  - 1.10.1. Internet Revolutionizes Politics
    - 1.10.1.1. Parties and their Web Communication
    - 1.10.1.2. Online Propaganda Dissemination
    - 1.10.1.3. The Expansion of Social Media and its Importance
  - 1.10.2. Political Journalism in the 21st Century
    - 1.10.2.1. The Jump from Print to Online
    - 1.10.2.2. Dissemination of Information: The Immediacy of Websites and Social Media
    - 1.10.2.3. Journalists' Relationship with Politicians and Audiences

## Module 2. Ideologies and Political Parties

### Block I. Political Analysis

- 2.1. Political Culture, Socialization and Ideologies
  - 2.1.1. Values, Beliefs, Attitudes and Ideologies in the Political System
  - 2.1.2. Political Culture and its Dimensions
  - 2.1.3. Political Socialization: Stages and Agents
  - 2.1.4. Political Orientations: Persistence or Change?
  - 2.1.5. Political Generations (Cohorts)
  - 2.1.6. The Political System (D. Easton)

- 2.2. The Actors and Parties in the Political System
  - 2.2.1. Political Action and its Diversity: Intensity and Specialization in Political Action
  - 2.2.2. Ways of Doing Politics: Conventional and Non-Conventional
  - 2.2.3. Approach to Actors and Political Parties
  - 2.2.4. Party Systems
  - 2.2.5. Interest Groups, Lobbies and Social Movements
  - 2.2.6. Media
- 2.3. Political Behavior and Electoral Analysis: Party Identities and Ideologies
  - 2.3.1. Political Representation
  - 2.3.2. Electoral System: Models and Elements
  - 2.3.3. Party Identity or Political Identity
  - 2.3.4. Effects of Party Identity: Unmoved Mover or Running Tally
  - 2.3.5. The Ambivalent (Partisan) Voter
  - 2.3.6. The Persuadable or Influenceable Voter

### Block II Political Parties and Ideologies

- 2.4. Political Parties, Party Families and Social Cleavage
  - 2.4.1. What is a Political Party? Functions and Origins
  - 2.4.2. Historical Evolution and Types of Political Parties
  - 2.4.3. Party Families and their Classification
  - 2.4.4. What is Understood by Social Cleavage? Elements and New Decisions
- 2.5. Internal Structure and Organization of Political Parties
  - 2.5.1. The Iron Law of Oligarchy and the Law of Curvilinear Disparity. The Oligarchization Process
  - 2.5.2. Democracy in Political Parties: Exit, Voice and Loyalty
  - 2.5.3. The Typology of Political Parties: Original Model and Institutionalization Model
  - 2.5.4. The Franchise Parties
  - 2.5.5. Beyond the Law of Curvilinear Disparity. Basic Steps and Ideology within the Parties: Extremist, Centrist and Deviant Leaders and Activists
- 2.6. Party Identification and Ideologies
  - 2.6.1. Electoral Behavior. Long- and Short-Term Factors
  - 2.6.2. Party Identification. Schools and Models
  - 2.6.3. The Role of Ideology in Political Parties

- 2.7. Criteria of the Party Systems and Crisis of the Political Parties
  - 2.7.1. Party System and Party Fragmentation
  - 2.7.2. Criterion 1: The Number of Parties and the Effective Number of Parties
  - 2.7.3. Criterion 2: Ideological Polarization
  - 2.7.4. Criterion 3: The Level of Institutionalization and its Dimensions: Electoral Volatility, Degree of Penetration and Coalition Patterns
  - 2.7.5. Criterion 4: Nationalization of the Party System
  - 2.7.6. Political Party Crisis. Anti-Party Feeling and its Three Dimensions
- 2.8. Main Theory and Political Ideologies
  - 2.8.1. Ideological Positioning and the Spectrum
  - 2.8.2. Liberalism and Neoliberalism
  - 2.8.3. Conservatism (Utilitarianism) and Neoconservatism
  - 2.8.4. Utopic Socialism and Scientific Socialism
  - 2.8.5. Totalitarianism

### **Block III Spanish Politics and The Spanish Political System: Political Parties and Ideologies**

- 2.9. The Franco Dictatorship: Pillars and Cleavages
  - 2.9.1. The Process of Regime Change: Transition or Transaction?
  - 2.9.2. Political Parties During the Transition and Democracy
- 2.10. Types of Parties Present in the Spanish Partisan Offer
  - 2.10.1. The Ideological Structure of the Spanish Party System and its Evolution
  - 2.10.2. Main Political Parties in the Current Party System

### **Module 3. Parliamentary Journalism and Political Environments**

- 3.1. Parliamentary Journalism: History and Evolution Since the Transition
  - 3.1.1. Newspaper Columns as a Necessary Genre
  - 3.1.2. Objectivity or Honesty
  - 3.1.3. From Dictatorship to the Twitter Chronicle
- 3.2. Communication Networks in Congress
  - 3.2.1. Parliament Press Services
  - 3.2.2. Work Tools
    - 3.2.3. Installations and their Use
- 3.3. Specifics of Parliamentary Activities
  - 3.3.1. Following Ordinary Activity: The Table, Board of Spokespersons and Committees
  - 3.3.2. Plenary Session
  - 3.3.3. Control Session
  - 3.3.4. Press Conferences
  - 3.3.5. Investitures
  - 3.3.6. Motion of Censure
  - 3.3.7. Events and Special Celebrations
- 3.4. Press Structures in Parliamentary Environments
  - 3.4.1. Party Activities in Congress
  - 3.4.2. Contact Tools: Telegram, WhatsApp and Communication Directory
- 3.5. Relations with Parties and Obtaining Sources and Information
  - 3.5.1. Dealing with Press Services
  - 3.5.2. Direct Sources and their Management
    - 3.5.2.1. Protecting Sources
- 3.6. The Format of the Articles
  - 3.6.1. The Article in Print
  - 3.6.2. Writing for Digital Newspapers
  - 3.6.3. Radio and Television Reports
- 3.7. Parliamentarism and Journalism for Social Networks
  - 3.7.1. Social Media and Political Parties
  - 3.7.2. Writing For and About Twitter
    - 3.7.2.1. Briefs in Networks: From Chronicle to Quartering
- 3.8. Parliamentary Extremes. Extreme Right and Extreme Left
  - 3.8.1. The Minutes of Glory and the Argument
  - 3.8.2. Statement Journalism
  - 3.8.3. *Fake News*, Hoaxes and Risky Speakers
- 3.9. Pressures and Censorship
  - 3.9.1. The Tentacles of Power: Parties (Direct and Indirect Pressures) and Companies
  - 3.9.2. Self-Censorship

- 3.9.3. Respect for the Profession: *Off the Record* and Companionship
- 3.10. Writing in Political Environments
  - 3.10.1. Electoral Campaign
  - 3.10.2. Electoral Night
  - 3.10.3. Government Monitoring

#### Module 4. Political and Institutional Communication

- 4.1. Political Communication
  - 4.1.1. There is No Politics without Communication
  - 4.1.2. The Attempts to Define Political Communication
  - 4.1.3. The Notion of the Message: Wide Conception of Actors and the Content of Communication
  - 4.1.4. Political Communication as a Confrontation of Messages
  - 4.1.5. The Areas of Study of Political Communication
  - 4.1.6. Model for the Study of Political Communication
    - 4.1.6.1. Dramaturgical Action and Communicative Action
  - 4.1.7. Communication, Politics and Public Opinion
    - 4.1.7.1. The Role of Communication in Democratic Elections: What Is It and What Is It For?
  - 4.1.8. Political Communication and New Media
    - 4.1.8.1. How do New Technologies/ New Media Change the Concept of Political Communication?
  - 4.1.9. Social Change and Technological Change
    - 4.1.9.1. How to Understand the Influence of New Information and Communication Technologies
  - 4.1.10. Mediatization and Personalization of Political Communication
- 4.2. Persuasive Communication
  - 4.2.1. Persuasion: Theoretical Perspectives
  - 4.2.2. The Source of Persuasion: Credibility, Attractiveness, Power and Others
  - 4.2.3. The Persuasive Message: Types, Functions, Formal Aspects and Rhetorical Questions
  - 4.2.4. The Receptor: Persuasiveness, Processing the Message and Predicting Behavior?
  - 4.2.5. The Context of Persuasion: Channel and Means of Communication, the Person as Context and the Influence of Others



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- 4.2.6. Self-Persuasion: Cognitive Dissonance, Self-Perception, Commitment and Coherence
- 4.2.7. Theoretical Models in Persuasion
  - 4.2.7.1. Learning Model
  - 4.2.7.2. Cognitive Response Model
- 4.2.8. Multi-Process models
  - 4.2.8.1. The Elaboration Probability Model
  - 4.2.8.2. Metacognitive Model
- 4.2.9. Resistance Before Persuasion: The Theory of Inoculation, Distraction and Prevention
- 4.2.10. Persistence of the Persuasive Effects: The Dulling of the Persuasive Impact. The Numbing Effect
- 4.3. New Actors of Political Communication
  - 4.3.1. Political Participation and Representation
    - 4.3.1.1. Relevant Concepts: Why Do Some Citizens Sometimes Participate in Institutions and Sometimes in the Streets or on Social Media?
  - 4.3.2. The Rise of "Unconventional" Participation and the Politics of Protest in Contemporary Societies
  - 4.3.3. Changes in Political Communication: Professionalization
  - 4.3.4. Changes in Society I
    - 4.3.4.1. Fragmentation of the Audience and Globalization
  - 4.3.5. Changes in Society II
    - 4.3.5.1. New Priorities, Values and Issues
  - 4.3.6. Changes in the Media: Modifications in the Process of Gatekeeping
  - 4.3.7. Traditional Actors I
    - 4.3.7.1. Political Parties (Organization and Structure)
  - 4.3.8. Traditional Actors II
  - 4.3.9. Non-Traditional Actors I
    - 4.3.9.1. Social Movements
  - 4.3.10. Non-Traditional Actors II
    - 4.3.10.1. Social Groups Whose Rights are Violated: Women and Minorities
- 4.4. Techniques for Effective Communication: Topics, Discourse, *Storytelling* and Agenda
  - 4.4.1. Techniques for Making Communication More Effective
  - 4.4.2. The Importance of Values, Brands and Emotions
  - 4.4.3. The Speech
    - 4.4.3.1. Necessary Elements for Writing a Speech
  - 4.4.3.2. Structure and Parts to Include (Start, Development and Conclusion)
  - 4.4.4. Style and Types of Speech
  - 4.4.5. Rhetorical Techniques of Repetition and of Poetic and Rhetoric Eloquence; Uses of Quotations
  - 4.4.6. *Storytelling* or How to Tell Stories that Persuade
  - 4.4.7. Non-Verbal Language
  - 4.4.8. Network of Topics and the Message: The Political Agenda
  - 4.4.9. Arguments and Slogans. Campaign Public Speaking
  - 4.4.10. Myths and Emotional Appeals
- 4.5. Political Communication of the Institutions
  - 4.5.1. Institutional Communication. Intangibles. Notoriety and Reputation. What is Being Communicated?
  - 4.5.2. Communication Management. Relationship with the Public
  - 4.5.3. The Director of Communications (Dircom) and the Communications Departments
    - 4.5.3.1. Roles and Responsibilities
  - 4.5.4. Communication Agencies
    - 4.5.4.1. Organizational Chart, Functions and Main Communication Agencies
  - 4.5.5. Communication Plan I
    - 4.5.5.1. *Briefing* and Research
    - 4.5.5.2. Audit and *Stakeholders*
  - 4.5.6. Communication Plan II
    - 4.5.6.1. Objectives, Mission, Vision, Strategies and Tactics
  - 4.5.7. Calendar and Budget
    - 4.5.7.1. Evaluation and Measuring of Results
    - 4.5.7.2. *Clipping* and ROI
  - 4.5.8. Spokesperson Training
    - 4.5.8.1. Facing the Interview
  - 4.5.9. Press Room
    - 4.5.9.1. Social Media Management from the Institutional Point of View
  - 4.5.10. Types of Institutional Acts
    - 4.5.10.1. Organization and Diffusion
- 4.6. Electoral Campaigns, Media and Voting Decisions
  - 4.6.1. Without Elections There is no Democracy!

- 4.6.1.1. Political Communication as a Confrontation of Messages
- 4.6.2. What Do Electoral Campaigns Do?
  - 4.6.2.1. Effects of Electoral Campaigns on Voting Decisions, Political Participation and Demobilization
- 4.6.3. Research on the Media Effects and Election Campaigns in Comparative Perspective
  - 4.6.3.1. Main Research Questions, Objectives, Theories and Findings (*Agenda Setting, Framing and Priming*)
- 4.6.4. Candidate Profile Desired vs. Realistic
- 4.6.5. Context Analysis: Delimitations, Legal Framework and Voter Segmentation
- 4.6.6. Creating the Electoral Message: The Partisan Component, the Programmatic Component, the Personal Component and the Fine-Tuned Balance of the Electoral Message
- 4.6.7. The Communication of the Electoral Message I: Logo, *Slogan* and Event Organization
- 4.6.8. The Communication of the Electoral Message II: Electoral Advertising, the Relationship between Political Parties and The Media and Direct Marketing
- 4.6.9. New Communication of Political Actors and the Media
- 4.6.10. The Attack on Election Campaigns
- 4.7. Candidates, Strategies and Organization of Political Campaigns
  - 4.7.1. Leadership
    - 4.7.1.1. Skills that a Candidate Must Have in Order to be Successful
  - 4.7.2. Design and Planning of Campaigns
    - 4.7.2.1. How is an Electoral Campaign Done?
    - 4.7.2.2. Stages. Design, Planning and Implementation of the Campaigns
  - 4.7.3. Organizational Structure of the Campaign
  - 4.7.4. Mobilization Resources
    - 4.7.4.1. Centralization vs. Decentralization
    - 4.7.4.2. Professionalization vs. Amateurism
  - 4.7.5. Strategies
    - 4.7.5.1. Media, Programmatic and Clientelistic
  - 4.7.6. Campaign Implementation
    - 4.7.6.1. Physical Mobilization Tools: Focused on Personal Contact With the Voter vs. Focused on the Media
  - 4.7.7. Organizational Strategies I
    - 4.7.7.1. Campaigns Focused on the Candidate vs. Campaigns Focused on the Party
  - 4.7.8. Organizational Strategies II
    - 4.7.8.1. Campaigns Focused on Capital vs. Campaigns Focused on Intensive Work
  - 4.7.9. Territorial Dimension of Electoral Campaigns
  - 4.7.10. Digital Dimension of Electoral Campaigns
- 4.8. Commercials, Debates and Negative Campaigns
  - 4.8.1. Analysis of Spots as a Way of Identifying Strategies and Understanding the Way in Which the Campaign are Run
  - 4.8.2. *Frame Analysis* in the Study of Commercials
  - 4.8.3. Types: *Framing* Verbal, Visual and Aural
  - 4.8.4. What are Debates for?
  - 4.8.5. Debate Formats
  - 4.8.6. Attack and Defence Strategies
  - 4.8.7. Discourse Styles
  - 4.8.8. Catchphrase
  - 4.8.9. Replication
  - 4.8.10. Negative Campaign: Attack and Contra-Attack Tactics
- 4.9. Government and Crisis Communication
  - 4.9.1. "I Govern Well, but I Communicate Poorly". Definition of Government Communication
  - 4.9.2. The Objective of Government Communication and Public Politics: Legitimize Rather than Publicize
  - 4.9.3. The Government Myth
  - 4.9.4. The Paradigm Shift in Management and Convergent Processes
  - 4.9.5. Day-to-Day Management vs. Medium-Term Strategy
  - 4.9.6. Governants and the Government-Citizen Relationship
  - 4.9.7. Definition of Crisis, Conflict and Controversy
  - 4.9.8. Public Scandals
  - 4.9.9. The Process of Personal and Institutional Reputation Management and its Relationship with Government Communication. Subjectivity
  - 4.9.10. Crisis Management Teams. The Surprise Factor
- 4.10. Politics in the 21st Century
  - 4.10.1. Social media
    - 4.10.1.1. What Are They? What Are They For? Statistics and Data

- 4.10.2. Social Network Analysis (SNA)
  - 4.10.2.1. Networks, Influence and Metrics
- 4.10.3. Assessment and Monitoring Tools
- 4.10.4. Positioning and Optimization Techniques: SEO
- 4.10.5. Online Advertising (AdWords and New Platforms)
- 4.10.6. Strategies for Attracting Followers
- 4.10.7. Development and Implementation of Campaigns 2.0
- 4.10.8. Cyber Politics and its Effects on the Participation and Mobilization of Young People and Citizenship
- 4.10.9. Challenges and Problems: Disinformation and Infocixation

## Module 5. Political Discourse Analysis

- 5.1. Public Opinion and Democracy
  - 5.1.1. From Athenian Democracy to Representative Democracy
  - 5.1.2. The Organization of a Democratic State
    - 5.1.2.1. Division of Powers and Freedom of the Press
    - 5.1.2.2. Public Opinion Regime
    - 5.1.2.3. Human Rights and Equality
  - 5.1.3. The Role of Public Opinion in a Democratic System
    - 5.1.3.1. The Formation of Public Opinion
    - 5.1.3.2. The Sondeocracy
- 5.2. Politics in Discourse
  - 5.2.1. Qualities of a Speech
    - 5.2.1.1. Discourse Classes and Genres
  - 5.2.2. What is Political Discourse?
    - 5.2.2.1. Political Discourse Objectives
    - 5.2.2.2. General Characteristics of Political Discourse
  - 5.2.3. Social Discourse
    - 5.2.3.1. Concepts of Interdiscourse and Situational and Cultural Preconstruction
    - 5.2.3.2. Discursive Memories. Hegemony in the Theory of Discourse
  - 5.2.4. Function and Dimension of Political Discourse
    - 5.2.4.1. Political The Discourse Classification
      - 5.2.4.2. Ideological Dimension and Power Dimension
- 5.2.5. Radio, Television and Social Media. The Evolution of Political Discourse Over Time
- 5.2.6. Psychological Theories of Language
  - 5.2.6.1. Cognitive Response Theory
  - 5.2.6.2. Relational Framework Theory
  - 5.2.6.3. Cognitive Dissonance Theory
- 5.3. The Rhetoric
  - 5.3.1. Definition and Origin of the Rhetoric
    - 5.3.1.1. Greece:
      - 5.3.1.1.1. Classic Rhetoric of Aristotle
      - 5.3.2.1.2. Ethos, Pathos and Logos
    - 5.3.1.2. Rome
      - 5.3.1.2.1. Rhetoric According to Cicero
      - 5.3.1.2.2. Inventio, Dispositio, Elocutio, Memoria and Actio
    - 5.3.1.3. Middle Ages
    - 5.3.1.4. Contemporary Era
  - 5.3.2. The Narrativity or *Storytelling*: the Power of Metaphor
  - 5.3.3. Persuasion and Manipulation
- 5.4. Public Speaking
  - 5.4.1. Introduction of Public Speaking
  - 5.4.2. Oral Expression
    - 5.4.2.1. Initial Keys
    - 5.4.2.2. Language: Words, Phrases and Technical Terms
  - 5.4.3. Non-Verbal Communication
    - 5.4.3.1. Gesturing (Arms and Hands)
    - 5.4.3.2. The Face (Smiling and Look)
    - 5.4.3.3. Body Movement
      - 5.4.3.3.1. Fields of Non-Verbal Communication: Proxemics, Kinesics and Paralanguage
  - 5.4.4. Paraverbal Communication
    - 5.4.4.1. Tone, Modulation and Volume

- 5.4.4.2. Speed, Pauses and Keywords
- 5.4.5. Contextual Aspects of a Public Intervention
- 5.5. Conformation and Definition of the Image of a Politician
  - 5.5.1. The Speech Matters, the Image Prevails
    - 5.5.1.1. Personal Context and Background
    - 5.5.1.2. Credibility, Charisma and Story
    - 5.5.1.3. Clothing
    - 5.5.1.4. Attitudes and Behavior
  - 5.5.2. Integration of the Rational and Emotional Component in Political Opinions
    - 5.5.2.1. Emotional Communication and Message
  - 5.5.3. The Importance of Framing
  - 5.5.4. Political Personalization: The Politician's Image as an Electoral Strategy
    - 5.5.4.1. Television as a Form of Mass Media
    - 5.5.4.2. Erosion of Social and Partisan Identities
    - 5.5.4.3. Weakening of the Cleavage Structure
  - 5.5.5. The Electoral Influence of Leaders in Parliamentary and Presidential Democracies
  - 5.5.6. New Leaders
    - 5.5.6.1. Female References
- 5.6. The Function of the Media in the Electoral Process
  - 5.6.1. The Media and Politics
  - 5.6.2. The Work of Informing the Public
    - 5.6.2.1. Dissemination of Information in a Fair and Equitable Manner
  - 5.6.3. Relations with Political Parties and Event Coverage
    - 5.6.3.1. Space and Time
    - 5.6.3.2. Caravan of Party Journalists
    - 5.6.3.3. Organization and Coverage of Electoral Debates
  - 5.6.4. Theories on the Effects of the Media and Social Media
    - 5.6.4.1. The Influence of the Media in the Electoral Process
  - 5.6.5. Surveys and Questionnaires on Public Opinion
- 5.7. Political and Electoral Propaganda
  - 5.7.1. From Pompeii to the Present Day: A Historical Tour of Political Propaganda
  - 5.7.2. Communication Strategies in Political Propaganda
    - 5.7.2.1. The Negative Campaign
    - 5.7.2.2. Positive-Propositive Campaign
    - 5.7.2.3. Emotional Campaign
  - 5.7.2. Poster Discourse Analysis
    - 5.7.1.1. European Cases
    - 5.7.1.2. American Cases
  - 5.7.3. Analysis of Discourse in Electoral Advertising
  - 5.7.4. Analysis of Discourse on Social Media
  - 5.7.5. Institutional Propaganda
- 5.8. Political Discourse. Tools for its Study
  - 5.8.1. Government Communication vs. Electoral Communication
  - 5.8.2. Internal Political Discourse and External Political Discourse
    - 5.8.2.1. Parliamentary Intervention
    - 5.8.2.2. Oral Communication
    - 5.8.2.3. Interview
    - 5.8.2.4. Rally
    - 5.8.2.5. Debate
  - 5.8.3. Specific Characteristics of Discourse in the Political Field
    - 5.8.3.1. Discursive Markers
    - 5.8.3.2. Euphemisms and Dysphemisms
    - 5.8.3.3. Formal and Informal Fallacies in Discourse
    - 5.8.3.4. Common Rhetorical Resources: Political Metaphor
  - 5.8.4. Use and Interpretation of Other Pragmatic Resources
    - 5.8.4.1. Sarcasm, Humor and Irony
- 5.9. Elaboration of Discourse
  - 5.9.1. The Illographs of Ancient Greece
    - 5.9.1.1. The *Speechwriter* Figure
  - 5.9.2. The Three-Dimensional Character of the Message
    - 5.9.2.1. The Importance of the *Issues* or Topics
  - 5.9.3. Specific Strategies for Speech Writing
  - 5.9.4. The Structure of a Speech
    - 5.9.4.1. Introduction
    - 5.9.4.2. Development





- 5.9.4.3. Closure
- 5.9.4.4. Questions
- 5.9.5. Common Mistakes
  - 5.9.5.1. Orality and Improvisation
  - 5.9.5.2. Neologisms, Foreign Words and Technical Terms
- 5.9.6. Great Speeches and Speakers in History
- 5.10. Inclusive and Non-Sexist Language
  - 5.10.1. The Importance of Language
  - 5.10.2. Inclusive and Non-Sexist Language: Conceptualization and Limits
  - 5.10.3. Sexist Use of Language
    - 5.10.3.1. False Generics
    - 5.10.3.2. Asymmetries
    - 5.10.3.3. The Masculine Prefix
  - 5.10.4. Techniques for Inclusive Use of the Language
    - 5.10.4.1. Discussion on the Splitting of Words and the Use of Other Elements Such as Slashes, Ats and the Vowel "E"
  - 5.10.5. Inclusive Language as a Political and Social Demand
    - 5.10.5.1. Commitment to Gender Equality and Feminist Movement
  - 5.10.6. Inclusive Language in Public Administration

## Module 6. International Political Journalism and Global Structures

- 6.1. International Politics
  - 6.1.1. Latin America
  - 6.1.2. U.S. A
  - 6.1.3. China
  - 6.1.4. Russia
  - 6.1.5. Middle East and North Africa
  - 6.1.6. Europe
  - 6.1.7. Sub-Saharan Africa
- 6.2. Globalization
  - 6.2.1. Concepts of Globalization/ Globalism/ Global
  - 6.2.2. Waves of Globalization
  - 6.2.3. International Communication

- 6.2.3.1. Role of Communication in Globalization
- 6.2.4. Cultures in Globalization and Supranational Identities
- 6.3. Big International and Supranational Organizations
  - 6.3.1. EU
  - 6.3.2. UN
- 6.4. Other International Organizations
  - 6.4.1. NATO
  - 6.4.2. OSCE
  - 6.4.3. OECD
  - 6.4.4. ASEAN
  - 6.4.5. African Union
- 6.5. Open or Recent International Conflicts and International Terrorism
  - 6.5.1. Middle East (Iraq, Afghanistan, Syria, Yemen)
  - 6.5.2. Arab-Israeli Conflict
  - 6.5.3. Balkan War
  - 6.5.4. Hong Kong and Taiwan
  - 6.5.5. Guerrillas in Colombia
  - 6.5.6. Al Qaeda and ISIS
- 6.6. Types of Regimes Around the World
  - 6.6.1. Current Types of Regimes
  - 6.6.2. Measurement of Regimes
  - 6.6.3. Country Report and Risk Assessment
- 6.7. Human Rights, International Aid and Development Cooperation
  - 6.7.1. Universal Declaration of Human Rights
  - 6.7.2. Human Rights on a European Level
    - 6.7.2.1. Convention for the Protection of Human Rights and Fundamental Freedoms
  - 6.7.3. International Aid and Development Cooperation
- 6.8. Social Movements from the 1960s to the Present and Changes in Media Coverage
  - 6.8.1. May of 68
  - 6.8.2. Hippie Movement
  - 6.8.3. Civil Freedoms
  - 6.8.4. Fall of the Berlin Wall
  - 6.8.5. 8M

- 6.8.6. Fridays for Future
- 6.8.7. Black Lives Matter
- 6.9. Media Coverage of New Politics and New Populisms
  - 6.9.1. Donald Trump
  - 6.9.2. Bolsonaro
  - 6.9.3. Brexit
- 6.10. International Environmental Regime
  - 6.10.1. Global Environmental Issues
  - 6.10.2. International Actors Involved
  - 6.10.3. Sustainable Development (from the Stockholm Conference to the 2030 Agenda)
  - 6.10.4. UNFCCC

## Module 7. Communication in Diversity and Gender

- 7.1. Communication and Diversity. A conceptual approach
  - 7.1.1. Does Discrimination Exist in the Media?
  - 7.1.2. Invisibilization is Also Discrimination
- 7.2. Inclusive Communication
  - 7.2.1. Integration and Inclusion
  - 7.2.2. Why Is It Important?
- 7.3. The Evolution of Language in Media
  - 7.3.1. Changes in Communication
  - 7.3.2. From Homogeneity to Heterogeneity
- 7.4. Regulation on Diversity in Political Communication
  - 7.4.1. Limits of Expressionism Freedom
  - 7.4.2. Types of Regulations
- 7.5. Political Women in the Media
  - 7.5.1. The Glass Ceiling in the Communication Field
- 7.6. Media Treatment of Sexual and Gender Diversity
  - 7.6.1. Beyond Stereotypes
- 7.7. Racism and Cultural Diversity

- 7.7.1. From Omission to Disqualification
- 7.7.2. When to Belong
- 7.8. Social Movements Visibility
  - 7.8.1. The Value of Visibility
  - 7.8.2. Coexistence in Public Spaces
- 7.9. Takeover of Media Spaces
  - 7.9.1. The Assignment of Spaces for Vulnerable Groups
  - 7.9.2. The Importance of Taking Space
- 7.10. Good Practice Guides
  - 7.10.1. Social Responsibility of the Media
  - 7.10.2. Good Practices for Professionals

## Module 8. Analysis and Management of Social Media (RRSS) to Influence and Communicate

- 8.1. Welcome to the Matrix. History of Social Media
  - 8.1.1. A Very Recent History: Where does Social Media Come From (RRSS)?
  - 8.1.2. How Have They Been Used in Political History?
- 8.2. What is a Social Network?
  - 8.2.1. Advanced Concepts of Social Media
  - 8.2.2. What is There to Know about Social Media Algorithms?
  - 8.2.3. One Algorithm for Each Social Media Platform. How do They Work?
  - 8.2.4. Social Media Theory
- 8.3. Which Social Media Platforms are Political
  - 8.3.1. Main Social Media for Political Communication
  - 8.3.2. Messaging: WhatsApp, Telegram, Signal and Others
  - 8.3.3. Mass Networks: Facebook, Twitter and Instagram
  - 8.3.4. What's Next: Tik Tok
  - 8.3.5. Ideological Networks: GAB
- 8.4. Has Social Media Been Put to Good Use?
  - 8.4.1. Manual for the Use of Different Social Media
  - 8.4.2. Common Mistakes on Social Media
  - 8.4.3. Examples of Good Communicative Use of Social Media
- 8.5. Explore and Manage Social Media RRSS
  - 8.5.1. What is the Purpose of Exploring and Managing Social Media
  - 8.5.2. How to Do It?
  - 8.5.3. Practical Tools
- 8.6. Influencers. Network Verification
  - 8.6.1. How has the Diffusion of Politics Changed with Social Media
  - 8.6.2. Everything is True Until you Can Prove It
  - 8.6.3. How to Verify and Contrast *Fake News* on Social Media
  - 8.6.4. Tools for Verification
  - 8.6.5. How Each Social Media Platform Deal with Politics
- 8.7. Measuring and Informing on Social Media
  - 8.7.1. Why Measure Social Media
  - 8.7.2. How to Measure the Impact We Have on Social Media
  - 8.7.3. Tools for Measuring and Monitoring
  - 8.7.4. Explain What We Have Explaining What We Have Measured to Experts and Non-Experts
- 8.8. Advertising on Social Media (RRSS)
  - 8.8.1. Is Advertising Useful on Social Media
  - 8.8.2. Political Advertising on Social Media
- 8.9. The *Hashtag*. Innovation in Social Media
  - 8.9.1. Innovation in Political Communication on Social Media
  - 8.9.2. An Approach to Politics on Tik Tok and Other Apps that are Already a Communicative Factor in Politics
- 8.10. The Future of Social Media (RRSS)
  - 8.10.1. Technology of the Future, Innovation Networks in Communication
  - 8.10.2. Political Communication Prospecting on Social Media

## Module 9. Analysis of Political Data and Polls

- 9.1. Data and Politics
  - 9.1.1. Introduction of Data in Politics
  - 9.1.2. First Election Polls and Surveys
  - 9.1.3. The 20th Century and the Expansion of Data
  - 9.1.4. Types of Data: Structured and Non-Structured

- 9.1.5. Demoscopy and Public Opinion
- 9.1.6. Data Sources: From Administration to Networks
- 9.2. Creating Surveys
  - 9.2.1. Data Extraction: The Survey and Election Polls
  - 9.2.2. Methods and Tools
  - 9.2.3. The Sample
  - 9.2.4. Sample Representation and Randomization
- 9.3. Survey Predictive Capability
  - 9.3.1. What Does the Survey Tell Us?
  - 9.3.2. Confidence Intervals and Margins of Error
  - 9.3.3. Trend and Climate of Opinion
  - 9.3.4. Recent Examples
    - 9.3.4.1. Brexit
    - 9.3.4.2. Trump
    - 9.3.4.3. Colombia
    - 9.3.4.4. Spain
- 9.4. Electoral Kitchen
  - 9.4.1. Elements for the Electoral Kitchen
    - 9.4.1.1. Voting Intentions
    - 9.4.1.2. Sympathy
    - 9.4.1.3. Voting Recall
  - 9.4.2. The Loyal Vote
  - 9.4.3. Indecisive Vote
  - 9.4.4. Other Useful Indications of Votes
  - 9.4.5. Is it a Mistake to “Cook” the Data?
- 9.5. *Big Data*
  - 9.5.1. What is *Big Data*?
  - 9.5.2. Data on Social Media
  - 9.5.3. Bridging and Bonding Capital Social
  - 9.5.4. Disinformation
    - 9.5.4.1. Bots
    - 9.5.4.2. Echo Chamber



- 9.5.4.3. Lies
- 9.5.4.4. NLP.. and Beyond?
- 9.6. Electoral Data
  - 9.6.1. Data as a Political Tool
    - 9.6.1.1. Segmentation
  - 9.6.2. Electoral Campaigns in a Data-Driven World
  - 9.6.3. Hyperinformation: Problem or Advantage?
  - 9.6.4. Towards an Ethical Use of Data
- 9.7. Data and Public Opinion
  - 9.7.1. The Public Debate as a Board
  - 9.7.2. Objective: Conditioning the Agenda
  - 9.7.3. Data and Communication Media
  - 9.7.4. Voters
  - 9.7.5. Loss of Confidence
  - 9.7.6. Other Ways of Analyzing Public Opinion: Qualitative Studies
- 9.8. Data visualization
  - 9.8.1. Effective Communication of Data
  - 9.8.2. Aesthetic Recommendations for Graphs and Illustrations
  - 9.8.3. Geographical Maps and Visualizations
  - 9.8.4. Bad Practices in Data Visualization
  - 9.8.5. Nationalist Dimension
  - 9.8.6. Bipartisanship and the Emergence of New Parties
  - 9.8.7. Participation and Political Abstinance
  - 9.8.8. Two Gaps that Separate Us: Gender and Generation
- 9.10. The World in the Age of Data
  - 9.10.1. *Fake News*
  - 9.10.2. More Information and More Polarized
    - 9.10.2.1. New Forms of Protest

- 9.10.2.2. Globalization: The Elephant in the Room
- 9.10.3. Two Crises Which Define Us: Economy and Culture

## Module 10. Source Journalism, Professional Ethics and Fake News

- 10.1. Sources of Information in Political Journalism
  - 10.1.1. Legitimacy of the Media
  - 10.1.2. Journalist's Relationship with Political Parties
    - 10.1.2.1. Relationship with the Party
    - 10.1.2.2. Relationship with the Politician
  - 10.1.3. Relationship of the Journalist with the Institutions
    - 10.1.3.1. Relationship with Communication Departments
  - 10.1.4. Problems with Sources
- 10.2. Real and Legal Limits of Political Journalism
  - 10.2.1. Bases Applied to Information Law
  - 10.2.2. Political Resources for Journalists
  - 10.2.3. The Confrontation Between Political Power with Media Power
- 10.3. Professional Ethics
  - 10.3.1. Conscience
    - 10.3.1.1. Ethical Dilemma and Moral Conscience
    - 10.3.1.2. Problems of Conscience
  - 10.3.2. Justice for Political Communication Professionals
  - 10.3.3. General Ethics Applied to Professional Ethics
  - 10.3.4. Profession and Professional Behavior
  - 10.3.5. Responsibility on the Consequences of Information
  - 10.3.6. Self-Regulation and Self-Censorship
  - 10.3.7. Codes of Ethics
    - 10.3.7.1. International Principles of Professional Journalism Ethics
    - 10.3.7.2. Declaration of Principles on the Conduct of Journalists
    - 10.3.7.3. Council of Europe Resolution 1003 on Ethics in Journalism
- 10.4. Journalistic ethics in the Actual Performance of the Political Journalist
  - 10.4.1. Current Context. Is There a Lack of Ethics?
    - 10.4.1.1. Media Actions

- 10.4.1.2. Party Actions
- 10.4.1.3. Politicians' Actions
- 10.4.2. Ethical Problems in Current Political Information
- 10.4.3. Political Journalists and Self-Censorship
  - 10.4.3.1. Examples:
- 10.4.4. Ideological Differences with Their Own Publications
- 10.5. The Age of *Fake News*
  - 10.5.1. Emergence of the Hoax with the Emergence of Journalism
    - 10.5.1.1. Yellow Journalism and its Development
  - 10.5.2. Historical Political Exploitation of Disinformation
  - 10.5.3. Why *Fake News* have Intensified in Recent Decades?
    - 10.5.3.1. In the USA
    - 10.5.3.2. In Europe
  - 10.5.4. Intentional Disinformation from Sources
- 10.6. Fraudulent Information and Hoaxes in Political Journalism
  - 10.6.1. Politics and Disinformation. A problem for Journalists
    - 10.6.1.1. U.S. and Media Rejection
  - 10.6.2. Disinformation Media
  - 10.6.3. Consequences and Beneficiaries of the Disinformation
- 10.7. Contrast of Information and Verification
  - 10.7.1. *Fact Checking* Companies and Verifiers
    - 10.7.1.1. International
    - 10.7.1.2. Maldita and Newtral
  - 10.7.2. Institutional Verification
  - 10.7.3. Verification Work from the Media
    - 10.7.3.1. The Editor-Verifier
    - 10.7.3.2. The Implementation of Verification in Traditional Media
  - 10.7.4. Intentional Verification from Parties
- 10.8. Legislation Against Disinformation: Censorship or Profit?
  - 10.8.1. Legislative Initiatives on Disinformation
    - 10.8.1.1. U.S.A
    - 10.8.1.2. Europe
  - 10.8.2. The Possibilities of Institutional Verification as a Weapon Against Hoaxes

- 10.8.2.1. Parties
- 10.8.2.2. Institutions
- 10.8.3. Public Opinion on Official Verification
- 10.8.4. Future Legislative Options Against Disinformation
  - 10.8.4.1. Relations
- 10.8.5. The Danger of Censorship
- 10.9. The Future of Disinformation
  - 10.9.1. Informative Processes of the Future
    - 10.9.1.1. In the Media
    - 10.9.1.2. In the Sources
    - 10.9.1.3. In the Receiver
  - 10.9.2. Journalistic Ideas on the Eradication of *Fake News*
  - 10.9.3. The Impact of Social Media (RRSS) on the Propagation or Cutting Off of Hoaxes
  - 10.9.4. Society Against Disinformation
    - 10.9.4.1. Professional Options
    - 10.9.4.2. Social Options
- 10.10. The Fact-Checking Journalist vs. The Hoax Writer
  - 10.10.1. The Intellectual Vision of Disinformation Processes
  - 10.10.2. Professional Manipulation Against Malicious Manipulation
  - 10.10.3. Winning the Race to the Hoax
    - 10.10.3.1. Defence of Ethical and Contrasted Journalism
    - 10.10.3.2. Professional Rejection of the Media Propagators of *Fake News*
  - 10.10.4. The Future of Political Journalism

## Module 11. Society, Citizenship and Politics

- 11.1. Citizens and Society
  - 11.1.1. Concept of Society
  - 11.1.2. Citizen's Rights and Duties
  - 11.1.3. Types of Citizens
- 11.2. Social Change
  - 11.2.1. Concept of Social Change

- 11.2.2. Factors of Social Change
- 11.2.3. Social Change Transformation
- 11.3. Citizen Participation
  - 11.3.1. Social and Citizen Participation
  - 11.3.2. Collective Decision Making
  - 11.3.3. Forms of Citizen Participation
- 11.4. Public Opinion
  - 11.4.1. Forms of Public Opinion
  - 11.4.2. Pressure Groups
  - 11.4.3. Population Groups in Public Opinion
- 11.5. Society, Politics and Power
  - 11.5.1. Power in Society
  - 11.5.2. Reality of Politics
  - 11.5.3. Political Behavioral Factors
- 11.6. Ideologies and Political Action
  - 11.6.1. Concept and Dimensions of Ideology
  - 11.6.2. Ideological Groups
  - 11.6.3. Manifestations of Ideology
- 11.7. Dimensions of Politics
  - 11.7.1. Political Regimes
  - 11.7.2. Political Systems
  - 11.7.3. Public Policy Factors
- 11.8. Political Systems
  - 11.8.1. Concept and Characteristics
  - 11.8.2. Types of Policy Systems
- 11.9. Democracy: Representation and Participation
  - 11.9.1. Definition of Democracy
  - 11.9.2. Types of Democracy
  - 11.9.3. Levels of Citizen Participation
- 11.10. International Political Scenarios
  - 11.10.1. Policy Scenarios in Europe
  - 11.10.2. Policy Scenarios in North America
  - 11.10.3. Policy Scenarios in Central America

- 11.10.4. Policy Scenarios in Latin America

## Module 12. *Management and Strategy of Companies and Organizations*

- 12.1. General Management
  - 12.1.1. The Concept of General Management
  - 12.1.2. The Role of the Director
  - 12.1.3. The CEO and their Responsibilities
  - 12.1.4. Transforming the Work of Management
- 12.2. Management and Leadership Development
  - 12.2.1. Concept of Management Development
  - 12.2.2. Concept of Leadership
  - 12.2.3. Leadership Theories
  - 12.2.4. Leadership Styles
  - 12.2.5. Intelligence in Leadership
  - 12.2.6. The Challenges of Today's Leader
- 12.3. Planning and Strategy
  - 12.3.1. The Plan in a Strategy
  - 12.3.2. Strategic Positioning
  - 12.3.3. Strategy in Companies
  - 12.3.4. Educational
- 12.4. Strategic Management
  - 12.4.1. The Concept of Strategy
  - 12.4.2. The Process of Strategic Management
  - 12.4.3. Approaches in Strategic Management
- 12.5. Digital Strategy
  - 12.5.1. Technology Strategy and its Impact on Digital Innovation
  - 12.5.2. Strategic Planning of Information Technologies
  - 12.5.3. Strategy and The Internet
- 12.6. Corporate Strategy
  - 12.6.1. The Concept of Corporate Strategy
  - 12.6.2. Types of Corporate Strategies

- 12.6.3. Corporate Strategy Definition Tools
- 12.7. Corporate Strategy and Technology Strategy
  - 12.7.1. Creating Value for Customers and Shareholders
  - 12.7.2. Strategic IS/IT Decisions
  - 12.7.3. Corporate Strategy vs. Technology and Digital Strategy
- 12.8. Strategy Implementation
  - 12.8.1. Indicator Systems and Process Approach
  - 12.8.2. Strategic Map
  - 12.8.3. Differentiation and Alignment
- 12.9. Financial Management
  - 12.9.1. Sector Opportunities and Threats
  - 12.9.2. The Concept of Value and Value Chain
  - 12.9.3. Scenario Analysis, Decision-Making and Contingency Planning
- 12.10. Strategic Human Resources Management
  - 12.10.1. Job Design, Recruitment, and Selection
  - 12.10.2. Specialization and Career Development
  - 12.10.3. Strategic Approach to People Management
  - 12.10.4. Design and Implementation of Personnel Policies and Practices

## Module 13. Strategic and Operational Marketing

- 13.1. Fundamentals of Marketing
  - 13.1.1. The Concept of Marketing
  - 13.1.2. The Basic Elements of Marketing
  - 13.1.3. Marketing Activities in Companies
- 13.2. Marketing *Management*
  - 13.2.1. The Concept of Marketing *Management*
  - 13.2.2. New Trends in Marketing
  - 13.2.3. A New Marketplace: Consumer and Business Capabilities
  - 13.2.4. Holistic MK Orientation
  - 13.2.5. Update on the 4 Ps of Marketing
  - 13.2.6. Marketing Management Tasks
- 13.3. The Function of Strategic Marketing
  - 13.3.1. The Concept of Marketing Strategic
  - 13.3.2. Concept of Strategic Marketing Planning
  - 13.3.3. Stages of the Strategic Marketing Planning Process
- 13.4. Marketing Strategy Dimensions
  - 13.4.1. Marketing Strategies
  - 13.4.2. Types of Marketing Strategies
- 13.5. Marketing Mix
  - 13.5.1. Marketing Mix Concept
  - 13.5.2. Product Strategies
  - 13.5.3. Pricing Strategies
  - 13.5.4. Distribution Strategies
  - 13.5.5. Communication Strategies
- 13.6. Marketing Digital
  - 13.6.1. Digital Marketing Concept
  - 13.6.2. Marketing Strategies in Digital Marketing
- 13.7. Inbound Marketing
  - 13.7.1. *Effective* Inbound Marketing
  - 13.7.2. The Benefits of *Inbound Marketing*
  - 13.7.3. Measuring the Success of *Inbound Marketing*
- 13.8. Developing the Marketing Plan
  - 13.8.1. Marketing Plan Concept
  - 13.8.2. Situation Analysis and Diagnosis
  - 13.8.3. Strategic Marketing Decisions
  - 13.8.4. Operating Marketing Decisions
- 13.9. Managing Marketing Groups
  - 13.9.1. Marketing Groups
  - 13.9.2. The Creation of Marketing Groups
  - 13.9.3. Guidelines for Managing a Marketing Group
  - 13.9.4. The Future of Marketing Groups
- 13.10. *Social Business*
  - 13.10.1. Web 2.0 Strategic Vision and its Challenges
  - 13.10.2. Convergence Opportunities and ICT Trends
  - 13.10.3. How to Monetize Web 2.0 and Social Media



13.10.4. Mobility and Digital Business

## Module 14. Corporate Communication

- 14.1. Communication in Organizations
  - 14.1.1. Organizations, People and Society
  - 14.1.2. Historical Evolution of Organizational Behavior
  - 14.1.3. Bidirectional Communication
- 14.2. Trends in Business Communication
  - 14.2.1. Generation and Distribution of Corporate Content
  - 14.2.2. Business Communication on the Web 2.0
  - 14.2.3. Implementation of Metrics in the Communication Process
- 14.3. Advertising Communication
  - 14.3.1. Integrated Marketing Communication
  - 14.3.2. Advertising Communication Plan
  - 14.3.3. *Merchandising* as a Communication Technique
- 14.4. Media Effects
  - 14.4.1. Efficiency of Commercial and Advertising Communication
  - 14.4.2. Theories on the Effects of the Media
  - 14.4.3. Social and Co-Creation Models
- 14.5. Online Agencies, Media and Channels
  - 14.5.1. Integral, Creative and Online Agencies
  - 14.5.2. Traditional and New Media
  - 14.5.3. Online Channels
  - 14.5.4. Other Digital *Players*
- 14.6. Communication in Crisis Situations
  - 14.6.1. Definition and Types of Crises
  - 14.6.2. Phases of the Crisis
  - 14.6.3. Messages: Contents and Moments
- 14.7. Digital Communication and Reputation
  - 14.7.1. Online Reputation Report
  - 14.7.2. Netiquette and Good Practices on Social Media
  - 14.7.3. *Branding and Networking 2.0*
- 14.8. Internal Communication
  - 14.8.1. Motivational Programs, Social Action, Participation and Training with HR

14.8.2. Internal Communication Support and Tools

14.8.3. Internal Communication Plan

14.9. *Branding*

14.9.1. The Brand and Their Functions

14.9.2. Brand Creation (*Branding*)

14.9.3. Brand Architecture

14.10. Integral Communication Plans

14.10.1. Audit and Diagnosis

14.10.2. Elaboration of Communication Plan

14.10.3. Measuring results: KPIs and ROI

## Module 15. Organizations: Crisis Management and Social Responsibility

- 15.1. Organisational Design
  - 15.1.1. Concept of Organizational Design
  - 15.1.2. Organizational structure
  - 15.1.3. Types of Organizational Designs
- 15.2. Organizational Structure
  - 15.2.1. Main Coordination Mechanisms
  - 15.2.2. Departments and Organization Charts
  - 15.2.3. Authority and Responsibility
  - 15.2.4. Empowerment
- 15.3. Corporate Social Responsibility
  - 15.3.1. Social Commitment
  - 15.3.2. Sustainable Organizations
  - 15.3.3. Business Ethics
- 15.4. Social Responsibility in Organizations
  - 15.4.1. CSR Management in Organizations
  - 15.4.2. CSR Towards Employees
  - 15.4.3. Sustainable Action
- 15.5. Reputation Management
  - 15.5.1. Corporative Reputation Management

- 15.5.2. Focus on Brand Reputation
- 15.5.3. Leadership Reputation Management
- 15.6. Reputation Risk and Crisis Management
  - 15.6.1. Listening to and Managing Feedback
  - 15.6.2. Procedures, Crisis Manual and Contingency Plans
  - 15.6.3. Specialization of Spokespersons in Emergency Situations
- 15.7. Conflicts in Organizations
  - 15.7.1. Interpersonal Conflicts
  - 15.7.2. Conflict Conditions
  - 15.7.3. Consequences of Conflicts
- 15.8. Lobbies and Pressure Groups
  - 15.8.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 15.8.2. Institutional Relations and Lobbying
  - 15.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 15.9. Negotiation
  - 15.9.1. Intercultural Negotiation
  - 15.9.2. Negotiation Focuses
  - 15.9.3. Effective Negotiation Techniques
  - 15.9.4. Restructuring
- 15.10. Corporate Brand Strategy
  - 15.10.1. Public Image and *Stakeholders*
  - 15.10.2. Corporate *Branding* Strategy and Management
  - 15.10.3. Corporate Communication Strategy in Line With Brand Identity

## Module 16. Marketing and Institutional Communication

- 16.1. Political Action in Institutions
  - 16.1.1. Concept of Institution
  - 16.1.2. Types of Institutions and Social Groups
  - 16.1.3. Institutional Actions
- 16.2. Institutional Marketing
  - 16.2.1. Institutional Markets: Citizens and Entities

- 16.2.2. Institutional Offer
- 16.2.3. Citizen Satisfaction
- 16.3. Marketing Plans in the Institutions
  - 16.3.1. Institutional Environment Analysis
  - 16.3.2. Objectives of the Institution
  - 16.3.3. Strategic and Operational Actions
- 16.4. Public Communication
  - 16.4.1. Political Communication Agents
  - 16.4.2. Formal Media: Press and Institutions
  - 16.4.3. Informal Media: Networks and Opinion Makers
- 16.5. Institutional Communication Strategies
  - 16.5.1. Institutional Information Content
  - 16.5.2. Institutional Communication Objectives
  - 16.5.3. Main Communication Strategies
- 16.6. Institutional Policy Agenda Planning
  - 16.6.1. Development of the Institutional Agenda
  - 16.6.2. Design of Institutional Campaigns
  - 16.6.3. Target Groups of the Campaigns
- 16.7. Government Communication: Open Government
  - 16.7.1. Open Government Concept
  - 16.7.2. Media
  - 16.7.3. Types of Messages
- 16.8. Political Communication in Democracies
  - 16.8.1. Demand for Information in Democratic Societies
  - 16.8.2. Institutions as Sources of Information
  - 16.8.3. The media
- 16.9. Digital Democracy
  - 16.9.1. Concept of Digital Democracy
  - 16.9.2. Social Dialogue on the Internet
  - 16.9.3. Elements of Use on the Internet
- 16.10. Social Responsibility in Institutions
  - 16.10.1. Human Rights and Social Responsibility

16.10.2. Climate Change and Social Responsibility

16.10.3. Institutional Ethics

## Module 17. Political Marketing

17.1. Social Marketing

17.1.1. Social Marketing

17.1.2. Socially Responsible Marketing

17.1.3. Social Cause Marketing

17.2. Introduction to Political and Electoral Marketing

17.2.1. Political Marketing

17.2.2. Electoral Marketing

17.2.3. Political Market Components

17.3. Citizens

17.3.1. Social Organizations

17.3.2. Organizations and Parties

17.3.3. Affiliates and Supporters

17.4. Social and Political Research

17.4.1. Contents of Social and Political Research

17.4.2. Social Research Techniques

17.4.3. Social and Political Research Results

17.5. Diagnosis of the Social and Political Situation

17.5.1. Analysis of Social and Political Demand

17.5.2. Analysis of Political Offers

17.5.3. Social and Political Expectations

17.6. Political Marketing Plan

17.6.1. Introduction

17.6.2. Advantages of the Political Marketing Plan

17.6.3. Stages of the Political Marketing Plan

17.7. Analysis of the Political Organization

17.7.1. Internal Analysis of the Political Organization

17.7.2. Analysis of Political Competition

17.7.3. Social and Political Environment Analysis

17.7.4. SWOT Political Structure

17.8. Objectives and Strategies of the Political Marketing Plan

17.8.1. Definition of Objectives

17.8.2. Determination of Strategies

17.9. Political Strategy Action Plan

17.9.1. Contents of the Action Plan

17.9.2. Action Measurement Criteria

17.9.3. Monitoring Indicators

17.10. Implementation of the Political Marketing Plan

17.10.1. Tasks of the Steering Committees

17.10.2. Execution of the Action Plan

17.10.3. Plan Contingencies

## Module 18. Electoral Marketing

18.1. Electoral Market Components

18.1.1. Introduction to the Electoral Market

18.1.2. Electoral Roll

18.1.3. The Electoral Offer: Parties and Coalitions

18.2. Electoral Behavior

18.2.1. Introduction

18.2.2. Voting Trends

18.2.3. Voting Motivations

18.3. Electoral Market Research

18.3.1. Research Contents

18.3.2. Quantitative Techniques

18.3.3. Quantitative Techniques

18.4. Voting Intention Studies

18.4.1. Pre-Election Studies

18.4.2. Exit Polls

18.4.3. Vote Estimates

18.5. Diagnosis of the Electoral Situation

18.5.1. Electoral Demand Analysis

18.5.2. Parties Offer Analysis

18.5.3. Candidates Offer Analysis

18.6. Election Campaign Plan

18.6.1. Introduction

- 18.6.2. Stages of the Electoral Campaign
- 18.6.3. Election Campaign Deadlines
- 18.7. Electoral Product
  - 18.7.1. Electoral Program
  - 18.7.2. Candidates
  - 18.7.3. Political Brands
- 18.8. Election Campaign Organization
  - 18.8.1. Election Campaign Committee
  - 18.8.2. Work Teams
- 18.9. Action Plan for the Electoral Campaign
  - 18.9.1. Personal Actions
  - 18.9.2. Virtual Actions
  - 18.9.3. Electoral Publicity Actions
  - 18.9.4. Follow-Up of Electoral Actions
- 18.10. Election Results
  - 18.10.1. Post-Election Analysis
  - 18.10.2. Interpretation of Electoral Results
  - 18.10.3. Political and Electoral Consequences of the Result

## Module 19. Leadership and Personal Communication

- 19.1. Communication and Leadership
  - 19.1.1. Leadership and Leadership Styles
  - 19.1.2. Motivation
  - 19.1.3. Skills and Abilities of the Leader 2.0
- 19.2. Interpersonal Communication
  - 19.2.1. Body Language
  - 19.2.2. Assertive Communication
  - 19.2.3. Interviews
- 19.3. Personal and Influential Skills
  - 19.3.1. Impact and Influence
  - 19.3.2. Stress Mastery
  - 19.3.3. Time Management
- 19.4. Strategic Leadership
  - 19.4.1. Leadership Models
  - 19.4.2. Coaching
  - 19.4.3. *Mentoring*
  - 19.4.4. Transformational Leadership
- 19.5. Public Speaking and Spokesperson Education
  - 19.5.1. Interpersonal Communication
  - 19.5.2. Communication Skills and Influence
  - 19.5.3. Barriers to Personal Communication
- 19.6. Power in the Organization
  - 19.6.1. Power within Organizations
  - 19.6.2. Structural Power Sources
  - 19.6.3. Political Tactics
- 19.7. The Managerial Role and CSR
  - 19.7.1. Strategic Vision of Corporate Social Responsibility
  - 19.7.2. Systems and Models for CSR Implementation
  - 19.7.3. Organization of CSR Roles and Responsibilities
- 19.8. Emotional Intelligence
  - 19.8.1. Emotional Intelligence and Communication
  - 19.8.2. Assertiveness, Empathy, and Active Listening
  - 19.8.3. Self-Esteem and Emotional Language
- 19.9. Psychological Profile of the Candidate
  - 19.9.1. Psychology of Leadership
  - 19.9.2. Politicians' Personality Typology
  - 19.9.3. Expectations About the Ideal Candidate
- 19.10. Personal Branding
  - 19.10.1. Strategies to Develop Personal Branding

- 19.10.2. Personal *Branding* Laws
- 19.10.3. Personal Brand Building Tools

## Module 20. Construction of the Political and Electoral Strategy

- 20.1. Electoral Systems
  - 20.1.1. Regulatory Framework
  - 20.1.2. Electoral Regulations
- 20.2. *Data Science and Big Data*
  - 20.2.1. *Business Intelligence*
  - 20.2.2. Methodology and Analysis of Large Volumes of Data
  - 20.2.3. Data Extraction, Processing, and Loading
- 20.3. Political Coaching
  - 20.3.1. Coaching Concept
  - 20.3.2. Political Coaching Methodologies
  - 20.3.3. Advantages of Political Coaching
- 20.4. Political Innovation
  - 20.4.1. Benefits of Innovation
  - 20.4.2. Sources of Idea Generation
  - 20.4.3. Innovative Ideas and Supports
- 20.5. Voter Behavior
  - 20.5.1. Political Information Processing
  - 20.5.2. Message Evaluation
  - 20.5.3. Voting Decision Models
  - 20.5.4. Voting Decision Times
- 20.6. Voter Segmentation
  - 20.6.1. Voter Characteristics
  - 20.6.2. Mobilized Voters: Loyal and Volatile
  - 20.6.3. *Targeting & Microtargeting*
- 20.7. Political Branding
  - 20.7.1. Political Brand Building
  - 20.7.2. Political Brand Importance
  - 20.7.3. Political Branding and Candidate Branding
- 20.8. Political Leadership
  - 20.8.1. Definition

- 20.8.2. Leadership Styles in Politics
- 20.8.3. Candidate Positioning
- 20.9. Political Messages
  - 20.9.1. Creative Process in Electoral Campaigns
  - 20.9.2. Core Message: Positioning of the Organization
  - 20.9.3. Tactical Messages: Positive and Negative
- 20.10. Content and *Storytelling* Strategy
  - 20.10.1. Corporate *Blogging*
  - 20.10.2. Content Marketing Strategy
  - 20.10.3. Creating a Content Plan
  - 20.10.4. Content Curation Strategy

## Module 21. The Electoral Campaign: Conventional Tools for Action

- 21.1. Electoral Communication
  - 21.1.1. Image in Electoral Campaigns
  - 21.1.2. Political Advertising
  - 21.1.3. Electoral Communication Plan
  - 21.1.4. Electoral Communication Audits
- 21.2. Communication Offices
  - 21.2.1. Identification of Information Needs and Opportunities
  - 21.2.2. Management of Reports and Spokesperson Interviews
  - 21.2.3. *VirtualPress Room* and *e-Communication*
  - 21.2.4. Buying Advertising Space
- 21.3. Public Relations
  - 21.3.1. PR Strategy and Practice
  - 21.3.2. Ceremonial and Protocol Standards
  - 21.3.3. Event Organization and Creative Management
- 21.4. Political Discourse
  - 21.4.1. Narrative Structure
  - 21.4.2. NLP-Based Storytelling
  - 21.4.3. Political Oratory
- 21.5. Electoral Debates
  - 21.5.1. Preparation: Topics, Speeches and Replies

- 21.5.2. The Candidate's Image
- 21.5.3. Verbal and Non-Verbal Communication
- 21.6. Meetings with Voters
  - 21.6.1. Central *Campaign Meeting*
  - 21.6.2. Sectoral Events
  - 21.6.3. Segmented Meetings
- 21.7. Electoral Advertising: 360° Campaigns
  - 21.7.1. Claim Central and Campaign Complementaries
  - 21.7.2. Election Photos and Videos
  - 21.7.3. Media Outlets
- 21.8. Campaign Logistics
  - 21.8.1. Organization of Events
  - 21.8.2. Physical Distribution of Content
  - 21.8.3. Human Resources in Electoral Logistics
- 21.9. Electoral Propaganda and *Merchandising*
  - 21.9.1. Institutional Announcements
  - 21.9.2. Election Canvassing
  - 21.9.3. Gift Material
- 21.10. Campaign Fundraising and Fund Management
  - 21.10.1. Arguments for Collection
  - 21.10.2. Collection Activities
  - 21.10.3. *Crowdfunding* Platforms
  - 21.10.4. Ethical Management of Funds

## Module 22. The Election Campaign: Online Tools for Action

- 22.1. *Social Media* Platforms
  - 22.1.1. Generalist, Professional and Microblogging Platforms
  - 22.1.2. Video, Image, and Mobility Platforms
- 22.2. Social Media Strategies
  - 22.2.1. Corporate PR and *Social Media*
  - 22.2.2. Defining the Strategy to Be Followed in Each Medium
  - 22.2.3. Analysis and Evaluation of Results
- 22.3. Social Web
  - 22.3.1. Organization in the Age of Conversation
  - 22.3.2. Web 2.0 is all about People
  - 22.3.3. Digital Environment and New Communication Formats
- 22.4. Developing e-Mail Campaigns
  - 22.4.1. Lists of Subscribers, *Leads* and Customers
  - 22.4.2. E-Mail Marketing Tools and Resources
  - 22.4.3. Online Writing for E-Mail Marketing Campaigns
- 22.5. Mobile Marketing
  - 22.5.1. New Consumption and Mobility Habits
  - 22.5.2. The SoLoMo Model
  - 22.5.3. The 4 S of the Marketing Mix in Mobility
- 22.6. Trends in *Mobile* Marketing
  - 22.6.1. *Mobile Publishing*
  - 22.6.2. *Advergaming* and *Gamification*
  - 22.6.3. Mobile Geolocalization
  - 22.6.4. Augmented Reality
- 22.7. Countercommunication: *Fake News*
  - 22.7.1. Targets of Fake News in Campaigns
  - 22.7.2. Creation of Fake News
  - 22.7.3. Spreading of Fake News
  - 22.7.4. Fake News Legislation
- 22.8. Inbound Political Marketing
  - 22.8.1. How Inbound Political Marketing Works
- 22.8. Attracting Traffic to the Political Brand
  - 22.8.3. Content Marketing
  - 22.8.4. Conversion of Leads to Voters or Constituents
- 22.9. Web Analysis
  - 22.9.1. The Fundamentals of Web Analytics
  - 22.9.2. Classical media vs. Digital Media
  - 22.9.3. The Web Analyst's Basic Methodology
- 22.10. Digital Metrics
  - 22.10.1. Basic Metrics
  - 22.10.2. Ratios
  - 22.10.3. Setting Objectives and KPI



“

*A complete specialization  
that will take you through  
the knowledge you need to  
compete among the best”*

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.



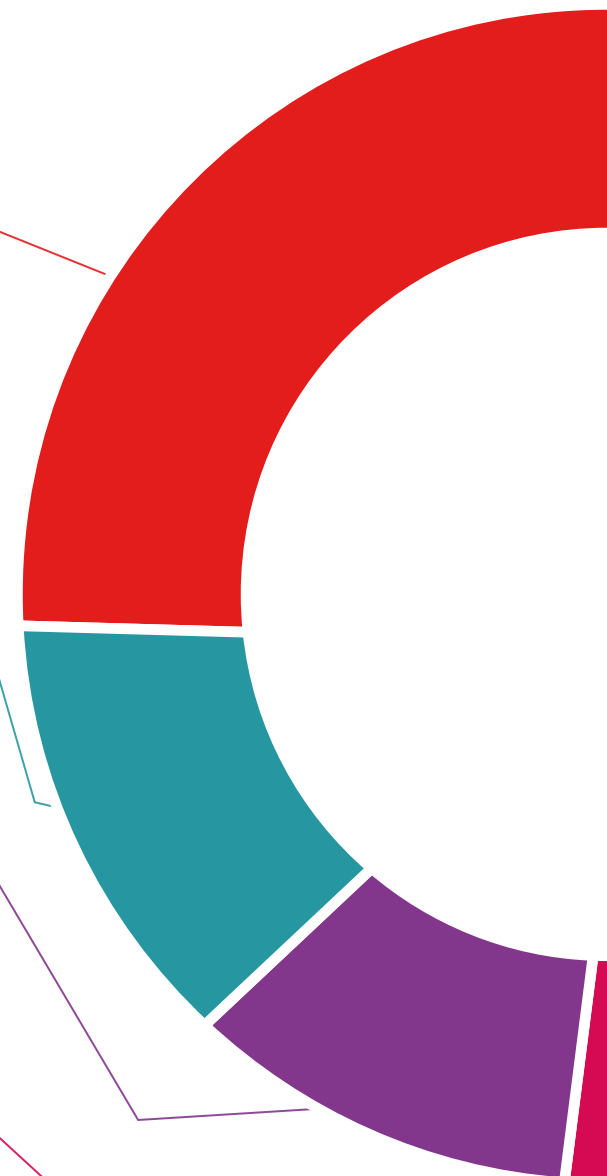
### Practising Skills and Abilities

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.



07

# Certificate

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





“

*This Advanced Master's Degree in Political Communication is the greatest compendium of knowledge in the field: a high-valued added qualification for any professional in this area”*

This program will allow you to obtain your **Advanced Master's Degree diploma in Political Communication** 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: **Advanced Master's Degree in Political Communication**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development language  
virtual classroom



**Advanced Master's  
Degree**  
Political Communication

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

# Advanced Master's Degree Political Communication

