Postgraduate Certificate
Political Discourse Analyst

tech technological university

Postgraduate Certificate

Political Discourse Analyst

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

Website: **www.techtitute.com/pk/journalism-communication/postgraduate-certificate/political-discourse-analyst**

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01
Introduction

Analyzing political discourse and interpreting it for the general public is one of the journalist's tasks in this area. In order to be able to do it successfully and accurately, this course provides the keys to interpreting the speech and the support of the most extensive knowledge in the field. An opportunity for the journalism professional in a 100% online course of the highest quality.

Prepare yourself as a Political Discourse Analyst and become a key agent of journalistic communication in this branch of communication"

Ideologies, relationships with power and institutions, information flows and their intentionality, as well as many other factors, become the keys to essential knowledge for journalists in this sector; the key to access a world that requires a high degree of specialization to identify the level and capacity of influence in each speech to be made in order to give response and visibility to the realities and problems.

Politics surrounds everything and everyone, from the prices of the products you buy at the supermarket to the salaries paid to each worker or the protection of the most disadvantaged. Politics generates changes in society and therefore, it is essential to have specialized knowledge of the political environment and its development based on truthful, contrasted and well-elaborated information.

The main objective of this Postgraduate Certificate is the specialization of the journalist professional in politics, with the aim of providing in-depth information on speech analysis. To achieve this, you will have to go through a practical case study and the completion of complementary activities that generate specialized knowledge.

The degree of specialization gained in the Postgraduate Certificate in Political Discourse Analyst allows the professional journalist to achieve a high level of advanced knowledge and development in the political environments surrounding the world of journalism, in the most relevant and significant aspects in any of its professional lines.

This **Postgraduate Certificate in Political Discourse Analyst** contains the most complete and up-to-date educational 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 telepractice
- Continuous updating and recycling 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
- Supplementary documentation databases are permanently available, even after the program

The experience of a solvent and expert university is available to you in this complete program"

An exciting educational process that will allow you to work in one of the most dynamic and exciting areas of current journalism.

"

A Postgraduate Certificate supported by the best technology, which will allow you to learn in a fluent and efficient way"

With professors who are experts in this area of work, this program is a unique opportunity for professional development.

Or teaching staff is made up of practising specialists. A multidisciplinary team of trained and experienced professionals in different environments, who will develop the theoretical knowledge efficiently, but, above all, will contribute the practical knowledge derived from their own experience to the program.

This mastery of the subject matter is complemented by the effectiveness of the methodological design, developed by a multidisciplinary team of *e-learning* experts who integrate the latest advances in educational technology.

In order to achieve success in this program, the professional will have the help of an innovative interactive video system, through which they will be able to put into practice the telepractice and *learning from an expert* systems. A concept that will allow them to integrate and fix learning in a more realistic and permanent way.

02
Objectives

The Postgraduate Certificate in Political Discourse Analyst is aimed at obtaining a higher degree of specialization that allows the journalism professional to develop their career in this area in an optimal way. For this purpose, we have developed the essential theoretical content that will provide students with the necessary knowledge and tools to transfer into practice, which will be developed intensively throughout the program.

> *Include in your CV the knowledge and skills required to work as a Political Discourse Analyst in any form of media"*

General Objectives

- 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
- 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

Realistic and achievable objectives that will allow you to change your professional future with a much more competitive CV and professional profile"

Specific Objectives

- 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
- 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) 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

03
Course Management

The Postgraduate Certificate in Political Discourse Analyst has an added value that stands out from any other similar specialization: The teachers who make up the team of professors know, first hand, the real workings of political communication. For this reason, an informative program has been prepared with a special focus on professional development from a perspective that is fully adjusted to the reality of the sector.

Learning first hand from experts in the subject is the best way to learn how to act with confidence in your work as a political journalist"

Management

Mr. Hernández De La Morena, Marcos

- Journalist specialized in political communication
- Graduate in Journalism from Complutense University of Madrid-CU Villanueva
- Master's Degree in Advanced Studies in Political Communication from the Complutense University of Madrid
- Analyst and columnist from the perspective of Political Communication in parallel voice
- Economic editor specialized in sourcing journalism and data analysis at La Tribuna de Automoción
- Web editor, SEO analyst, and Community Manager at Expansión Newspaper
- Press officer for the Escudería El Piélago sports club, with web and print content creation, press release writing, Community Manager, cover designer, photo, video and poster editor
- Press collaborator at Juventudes Socialistas de España
- Broadcaster and reporter for Cadena SER (head of Castilla-La Mancha)

Professors

Mr. Espinosa Mateo, Carlos

- Journalist specializing in Political Science and Government from Carlos III University of Madrid
- Professional Master's Degree in Image Consulting and Political Consultancy
- Communication technician at Ospina Abogados
- Founding partner and head of communications at Prima Comunicación

Mr. Lardiez Manzano Adrián

- Journalist in the communication department of the International School of Communication
- Degree in Journalism from the URJC
- Master's Degree in Democratic Leadership and Political Communication, Political Science and Good Governance from the Complutense University of Madrid
- Parliamentary Correspondent of the newspaper El Plural
- Editor at CEDEU Center for University Studies

Ms. Cáceres, Karina

- Head of digital strategy for the Network of Women Political Scientists
- Degree in International Relations from the Catholic University of Cordoba
- Master's Degree in Latin American Studies from the University of Salamanca
- Communication and Research Assistant in the University of Salamanca
- Research Assistant for the Organization of American States (OAS)
- Freelance analyst of digital research projects

Mr. Espí Hernández, Alejandro

- Political Advisor and Councilman in the Town Hall of Los Montesinos
- 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
- Postgraduate in Public Speaking and Political Communication Strategies
- Professor for the Documentation Science Foundation

Ms. Sánchez Zambrano, Isabel

- Journalist specialized in International Studies at Carlos III University Madrid
- Policy advisor trainee at the European Parliament within the Regional Development Committee
- International and Cooperation Area of the Spanish Federation of Municipalities and Provinces (FEMP)

Ms. Dominguez Liaño, Sara

- Advisory member of the Ministry of the Presidency of the Government of Spain
- Degree in Political Science from Carlos III University, Madrid (UC3M)
- Postgraduate Diploma in International Crisis Prevention and Management from the Carlos III University (UC3M)
- Technician Socialist Parliamentary Group of the Assembly of Madrid
- Participant in Think Tank Common Action Forum
- Postgraduate Diploma in International Crisis Prevention from the UC3M
- She will present her thesis on the Master's Degree in Peace, Security and Defence of the Gutiérrez Mellado University Institute

Mr. Romero Sánchez, David

- Currently serves as President of the Government of Spain
- Degree in Law from the University of Granada
- Degree in Political Sciences
- Master's Degree in Political Communication and Electoral Campaign, Pablo Olavide University, Seville
- Expert in Digital Communication
- Consultant for digital communication strategies and analysis in the Dominican Republic primary elections
- Political consultant in EASIEST

Mr. Guisado, Daniel Vicente

- Journalist specialized in political sciences
- Degree in Political Sciences from the Carlos III University of Madrid
- Extraordinary End-of-Studies Award, Autonomous University of Madrid
- Master's Degree in Political and Electoral Analysis from the Carlos III University, Madrid

Mr. Pérez Guzmán, Víctor

- Financial Advisor at Arbaizar Asesores
- Degree in Law and Economics from Rey Juan Carlos University
- Degree in Political Sciences from the Carlos III University of Madrid
- Graduate expert with Master's Degree in quantitative analysis
- Market Research Analyst at Patrick Charles Communication

04

Structure and Content

The contents of this specialisation have been developed by the different teachers of Postgraduate Certificate, with a clear purpose: to ensure that our students acquire each and every one of the necessary skills to become true experts in Political Discourse Analyst.

The content of this program enables you to learn all aspects of the different disciplines involved in this: A complete and well-structured program that will take you to the highest standards of quality and success.

A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"

Module 1. Parliamentary Journalism and Political Environments

1.1. Parliamentary Journalism: History and Evolution Since the Transition
- 1.1.1. Newspaper Columns as a Necessary Genre
- 1.1.2. Objectivity or Honesty
- 1.1.3. From Dictatorship to the Twitter Chronicle

1.2. Communication Networks in Congress
- 1.2.1. Parliament Press Services
- 1.2.2. Work Tools
- 1.2.3. Installations and their Use

1.3. Specifics of Parliamentary Activities
- 1.3.1. Following Ordinary Activity: The Table, Board of Spokespersons and Committees
- 1.3.2. Plenary Session
- 1.3.3. Control Session
- 1.3.4. Press Conferences
- 1.3.5. Investitures
- 1.3.6. Motion of Censure
- 1.3.7. Events and Special Celebrations

1.4. Press Structures in Parliamentary Environments
- 1.4.1. Party Activities in Congress
- 1.4.2. Contact Tools: Telegram, WhatsApp and Communication Directory

1.5. Relations with Parties and Obtaining Sources and Information
- 1.5.1. Dealing with Press Services
- 1.5.2. Direct Sources and their Management
  - 1.5.2.1. Protecting the Sources

1.6. The Format of the Articles
- 1.6.1. The Article in Print
- 1.6.2. Writing for Digital Newspapers
- 1.6.3. Radio and Television Reports

1.7. Parliamentarism and Journalism for Social Networks
- 1.7.1. Social Media and Political Parties
- 1.7.2. Writing For and About Twitter
  - 1.7.2.1. Briefs in Networks: From Writing the Report to Breaking it Down

1.8. Parliamentary Extremes. Extreme Right and Extreme Left
- 1.8.1. The Minutes of Glory and the Argument
- 1.8.2. Statement Journalism
- 1.8.3. Fake News, Hoaxes and Risky Speakers

1.9. Pressures and Censorship
- 1.9.1. The Tentacles of Power: Parties (Direct and Indirect Pressures) and Companies
- 1.9.2. Self-Censorship
- 1.9.3. Respect for the Profession: Off the Record and Companionship

1.10. Writing in Political Environments
- 1.10.1. Electoral Campaign.
- 1.10.2. Electoral Night
- 1.10.3. Government Monitoring

Module 2. Political Discourse Analysis

2.1. Public Opinion and Democracy
- 2.1.1. From Athenian Democracy to Representative Democracy
- 2.1.2. The Organization of a Democratic State
  - 2.1.2.1. Division of Powers and Freedom of the Press
  - 2.1.2.2. Public Opinion Regime
  - 2.1.2.3. Human Rights and Equality
- 2.1.3. The Role of Public Opinion in a Democratic System
  - 2.1.3.1. The Formation of Public Opinion
  - 2.1.3.2. The Sounding Democracy

2.2. Politics in Discourse
- 2.2.1. Qualities of a Speech
  - 2.2.1.1. Discourse Classes and Genres
- 2.2.2. What is Political Discourse?
  - 2.2.2.1. Political Discourse Objectives
  - 2.2.2.2. General Characteristics of Political Discourse
- 2.2.3. Social Discourse
  - 2.2.3.1. Concepts of Interdiscourse and Situational and Cultural Preconstruction
  - 2.2.3.2. Discursive Memories. Hegemony in the Theory of Discourse

Learn all the keys to political discourse, its text and subtext, and analyze it with the critical eye of an objective and independent journalism professional"

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.

01
learning from evidence

02
relearning from evidence

03
testing

04
learning from an expert

05
neurocognitive context dependent learning

06
Von-Restorff effect

07
case based learning through storytelling

08
competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%
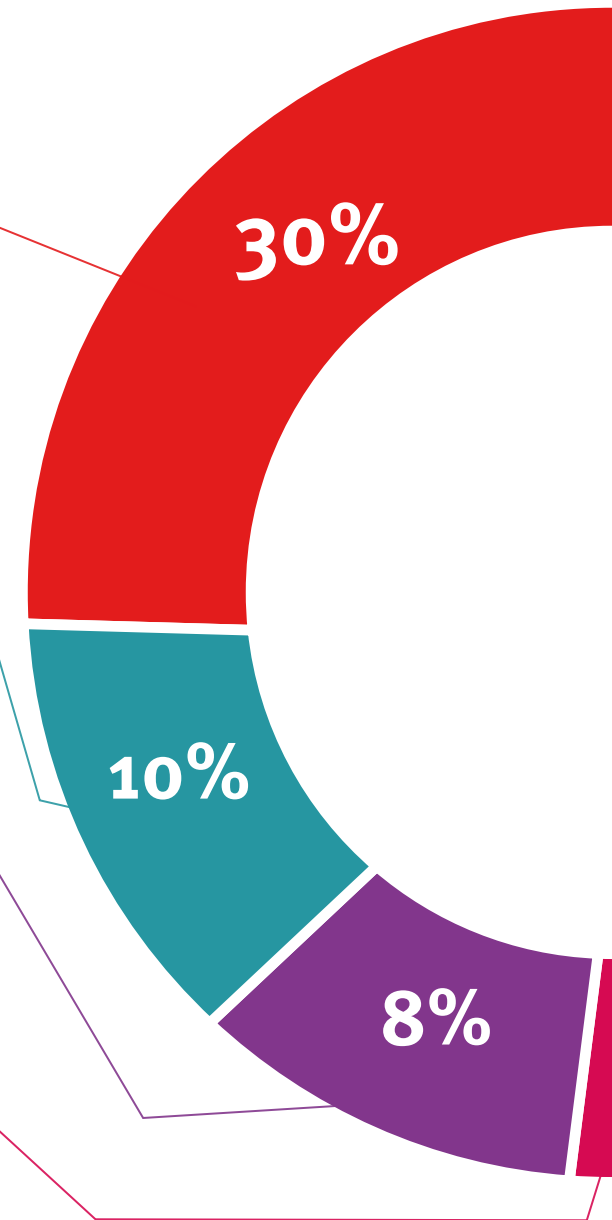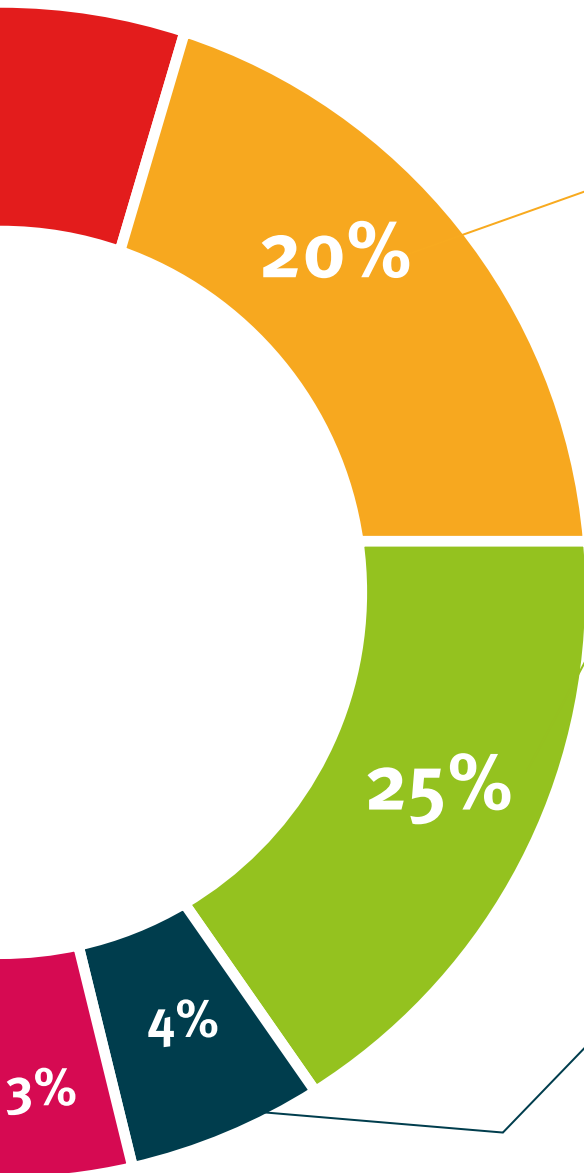
Case Studies

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.

Certificate

The Postgraduate Certificate in Political Discourse Analyst guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Political Discourse Analyst** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Political Discourse Analyst**

Official Nº of Hours: **300 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Political Discourse Analyst

This is a qualification awarded by this University, equivalent to 300 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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Political Discourse Analyst

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