

# Postgraduate Certificate Political and Institutional Communication





## Postgraduate Certificate Political and Institutional Communication

- » Modality: online
- » Duration: 6 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-institutional-communication](http://www.techtitute.com/pk/journalism-communication/postgraduate-certificate/political-institutional-communication)

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# 01

# Introduction

Political and institutional communication brings into play different factors that the professional must take into account whether they work from the broadcasting of the same, or if this communication is the source of information for their journalistic work. Knowing these types of elements completely is the way to work efficiently and confidently in territories that are often complex. This program offers a complete and quality education in this interesting field of work for the journalism professional.





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*All the keys to political and institutional communication, in an intensive and high-quality program for the journalism professional”*

Journalists play an important role in politics, since, from a critical point of view, they are in charge of informing society of what is going on within the government and everything related to future decisions.

In this way, the role of the journalist seeks, through communication, to establish relationships with high-level leaders in order to access a dialogue that allows them to transparently show everything that arises in politics and public institutions. In this way, the information will be more effective and truthful.

On the other hand, if the journalist is part of one of the public institutions or of the government itself, it is their duty to exercise their role, defending from a critical point of view their professional ethics to tell the truth of what is happening.

This Postgraduate Certificate with a 100% online format is a TECH course for all professional journalists who wish to expand their knowledge in the political sector. With its educational, audiovisual and innovative material, this program offers the latest up-to-date knowledge in the field of politics.

This **Postgraduate Certificate in Political and Institutional 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 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"*

“

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

Our 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.

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

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



# 02

# Objectives

The Postgraduate Certificate in Political and Institutional Communication 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.





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*Include in your CV the knowledge and skills required to work as a Political and Institutional Communication in any form of media”*



## General Objectives

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- ♦ 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 expression techniques which allow the student to acquire the ability to create and analyze political discourse
- ♦ Develop effective communication skills to become an excellent spokesperson and communicator in a professional environment



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





## Specific Objectives

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- ♦ 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

03

# Course Management

The Postgraduate Certificate in Political and Institutional Communication 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.





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*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

- ◆ Positions: 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

### Ms. Cáceres, Karina

- ◆ Positions: 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



# 04

## Structure and Content

The contents of this program have been developed by the different teachers on this Postgraduate Certificate with a clear purpose: To ensure that our students acquire each and every one of the skills required to become true experts in Political and Institutional Communication. The content of this program enables you to learn all aspects of the different disciplines involved in this field.







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*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. Political and Institutional Communication

- 1.1. Political Communication
  - 1.1.1. There is No Politics without Communication
  - 1.1.2. The Attempts to Define Political Communication
  - 1.1.3. The Notion of the Message: Wide Conception of Actors and the Content of Communication
  - 1.1.4. Political Communication as a Confrontation of Messages
  - 1.1.5. The Areas of Study of Political Communication
  - 1.1.6. Model for the Study of Political Communication
    - 1.1.6.1. Dramaturgical Action and Communicative Action
  - 1.1.7. Communication, Politics and Public Opinion
    - 1.1.7.1. The Role of Communication in Democratic Elections: What is it and What is it For?
  - 1.1.8. Political Communication and New Media
    - 1.1.8.1. How do New Technologies/ New Media Change the Concept of Political Communication?
  - 1.1.9. Social Change and Technological Change
    - 1.1.9.1. How to Understand the Influence of New Information and Communication Technologies
  - 1.1.10. Mediatization and Personalization of Political Communication
- 1.2. Persuasive Communication
  - 1.2.1. Persuasion: Theoretical Perspectives
  - 1.2.2. The Source of Persuasion: Credibility, Attractiveness, Power and Others
  - 1.2.3. The Persuasive Message: Types, Functions, Formal Aspects, Rhetorical Questions
  - 1.2.4. The Receptor: Persuasiveness, Processing the Message, Predicting Behavior
  - 1.2.5. The Context of Persuasion: Channel and Means of Communication, the Person as Context, the Influence of Others
  - 1.2.6. Self-Persuasion: Cognitive Dissonance, Self-Perception, Commitment and Coherence
  - 1.2.7. Theoretical Models in Persuasion
    - 1.2.7.1. Learning Model
    - 1.2.7.2. Cognitive Response Model
  - 1.2.8. Multi-Processing Model
    - 1.2.8.1. The Probability of Elaboration Model
    - 1.2.8.2. Meta-Cognitive Model
  - 1.2.9. Resistance Before Persuasion: The Theory of Inoculation, Distraction and Prevention
  - 1.2.10. Persistence of the Persuasive Effects: The Dulling of the Persuasive Impact. The Numbing Effect
- 1.3. New Actors of Political Communication
  - 1.3.1. Political Participation and Representation
    - 1.3.1.1. Relevant Concepts: Why Do Some Citizens Sometimes Participate in Institutions and at Other Times in the Streets or on Social Media?
  - 1.3.2. The Rise of "Unconventional" Participation and the Politics of Protest in Contemporary Societies
  - 1.3.3. Changes in Political Communication: Professionalization
  - 1.3.4. Changes in Society (I)
    - 1.3.4.1. Fragmentation of the Audience and Globalization
  - 1.3.5. Changes in Society (II)
    - 1.3.5.1. New Priorities, Values and Issues
  - 1.3.6. Changes in the Media: Modifications in the Process of Gatekeeping
  - 1.3.7. Traditional Actors (I)
    - 1.3.7.1. Political Parties (Organization and Structure)
  - 1.3.8. Traditional Actors (II)
  - 1.3.9. Non-Traditional Actors (I)
    - 1.3.9.1. Social Movements
  - 1.3.10. Non-Traditional Actors (II)
    - 1.3.10.1. Social Groups Whose Rights are Violated: Women and Minorities
- 1.4. Techniques for Effective Communication: Topics, Discourse, Storytelling and Agenda
  - 1.4.1. Techniques for Making Communication More Effective
  - 1.4.2. The Importance of Values, Brands and Emotions
  - 1.4.3. The Speech
    - 1.4.3.1. Necessary Elements for Writing a Speech
    - 1.4.3.2. Structure and Parts to Include (Start, Development, Conclusion)
  - 1.4.4. Style and Types of Speech
  - 1.4.5. Rhetorical Techniques of Repetition; Poetic Eloquence; Rhetoric; Uses of Quotations
  - 1.4.6. Storytelling (or How to Tell Stories that Persuade)

- 1.4.7. Non-Verbal Language
- 1.4.8. Network of Topics and the Message: The Political Agenda
- 1.4.9. Arguments and Slogans. Campaign Public Speaking
- 1.4.10. Myths and Emotional Appeals
- 1.5. Political Communication of the Institutions
  - 1.5.1. Institutional Communication. Intangibles. Notoriety and Reputation. What is Being Communicated?
  - 1.5.2. Communication Management. Relationship with the Public
  - 1.5.3. The Director of Communications (Dircom) and the Communications Departments
    - 1.5.3.1. Roles and Responsibilities
  - 1.5.4. Communication Agencies:
    - 1.5.4.1. Organizational Chart, Functions, Main Communication Agencies
  - 1.5.5. Communication Plan (I)
    - 1.5.5.1. Briefing and Research
    - 1.5.5.2. Audit and Stakeholders
  - 1.5.6. Communication Plan (II)
    - 1.5.6.1. Objectives, Mission, Vision, Strategies and Tactics
  - 1.5.7. Calendar and Budget
    - 1.5.7.1. Evaluation and Measuring of Results
    - 1.5.7.2. Clipping and ROI
  - 1.5.8. Training Spokespersons
    - 1.5.8.1. Facing the Interview
  - 1.5.9. Press Room
    - 1.5.9.1. Social Media Management from the Institutional Point of View
  - 1.5.10. Types of Institutional Acts
    - 1.5.10.1. Organization and Diffusion
- 1.6. Electoral Campaigns, Media and Voting Decisions
  - 1.6.1. Without Elections, There is no Democracy!
    - 1.6.1.1. Political Communication as a Confrontation of Messages
  - 1.6.2. What Do Electoral Campaigns Do?
    - 1.6.2.1. Effects of Electoral Campaigns on Voting Decisions, Political Participation and Demobilization
  - 1.6.3. Research on Media Effects and Election Campaigns in Comparative Perspective
    - 1.6.3.1. Main Research Questions, Objectives, Theories and Findings (Agenda Setting, Framing, Priming)
  - 1.6.4. Candidate Profile: Desired vs. Real
  - 1.6.5. Context Analysis: Delimitations, Voter Segmentation
  - 1.6.6. Creating the Electoral Message: The Partisan Component, the Programmatic Component, the Personal Component and the Fine-Tuned Balance of the Electoral Message
  - 1.6.7. The Communication of the Electoral Message (I): Logo, Slogan and Event Organization
  - 1.6.8. The Communication of the Electoral Message (II): Electoral Advertising, the Relationship between Political Parties and Media and Direct Marketing
  - 1.6.9. New Communication of Political Actors and the Media
  - 1.6.10. The Attack on Election Campaigns
- 1.7. Candidates, Strategies and Organization of Political Campaigns
  - 1.7.1. Leadership.
    - 1.7.1.1. Skills that a Candidate Must Have in Order to be Successful
  - 1.7.2. Design and Planning of Campaigns
    - 1.7.2.1. How is an Electoral Campaign Done?
    - 1.7.2.2. Stages. Design, Planning and Implementation of the Campaigns
  - 1.7.3. Organizational Structure of the Campaign
  - 1.7.4. Mobilization Resources
    - 1.7.4.1. Centralization vs. Decentralization
    - 1.7.4.2. Professionalization vs. Amateurism
  - 1.7.5. Strategies
    - 1.7.5.1. Media, Programmatic and Clientelistic
  - 1.7.6. Campaign Implementation
    - 1.7.6.1. Physical Mobilization Tools: Focused on Personal Contact with the Voter vs. Media Focused

- 1.7.7. Organizational Strategies I
  - 1.7.7.1. Campaigns Focused on the Candidate vs. Campaigns Focused on the Party
- 1.7.8. Organizational Strategies II
  - 1.7.8.1. Campaigns Focused on Capital vs. Campaigns Focused on Intensive Work
- 1.7.9. Territorial Dimension of Electoral Campaigns
- 1.7.10. Digital Dimension of Electoral Campaigns
- 1.8. Commercials, Debates and Negative Campaigns
  - 1.8.1. Analysis of Commercials as a Way of Identifying Strategies and Knowing the Way in Which the Campaign is Done
  - 1.8.2. Frame Analysis in the Study of Commercials
  - 1.8.3. Types: Framing Verbal, Visual, Aural
  - 1.8.4. What are Debates for?
  - 1.8.5. Debate Formats
  - 1.8.6. Attack and Defence Strategies
  - 1.8.7. Discourse Styles
  - 1.8.8. Catchphrase
  - 1.8.9. Replication
  - 1.8.10. Negative Campaign: Attack and Contra-Attack Tactics
- 1.9. Government and Crisis Communication
  - 1.9.1. "I Govern Well, but I Communicate Poorly". Definition of Government Communication
  - 1.9.2. The Objective of Government Communication and Public Politics: Legitimize Rather than Publicize
  - 1.9.3. The "Government Myth"
  - 1.9.4. The Paradigm Shift in Management and Convergent Processes
  - 1.9.5. Day-to-Day Management vs. Medium-Term Strategy
  - 1.9.6. Governants and the Government-Citizen Relationship
  - 1.9.7. Definition of Crisis, Conflict and Controversy
  - 1.9.8. Public Scandals
  - 1.9.9. The Personal and Institutional Reputation Management Process and its Relationship with Governmental Communication. Subjectivity
  - 1.9.10. Crisis Management Teams. The Surprise Factor





- 1.10. Politics in the 21st Century
  - 1.10.1. Social Media
    - 1.10.1.1. What Are They? What Are They For? Statistics and Data
  - 1.10.2. Social Network Analysis (SNA)
    - 1.10.2.1 Graphs, Influence, Metrics
  - 1.10.3. Assessment and Monitoring Tools
  - 1.10.4. Positioning and Optimization Techniques: SEO
  - 1.10.5. Online Advertising (AdWords and New Platforms)
  - 1.10.6. Strategies for Attracting Followers
  - 1.10.8. Development and Implementation of Campaigns 2.0
  - 1.10.9. Cyber Politics and its Effects on the Participation and Mobilization of Young People and Citizenship
  - 1.10.10. Challenges and Problems: Disinformation and Infoxication



*Learn to create and decipher political and institutional communication with the skills of a highly competent 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.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



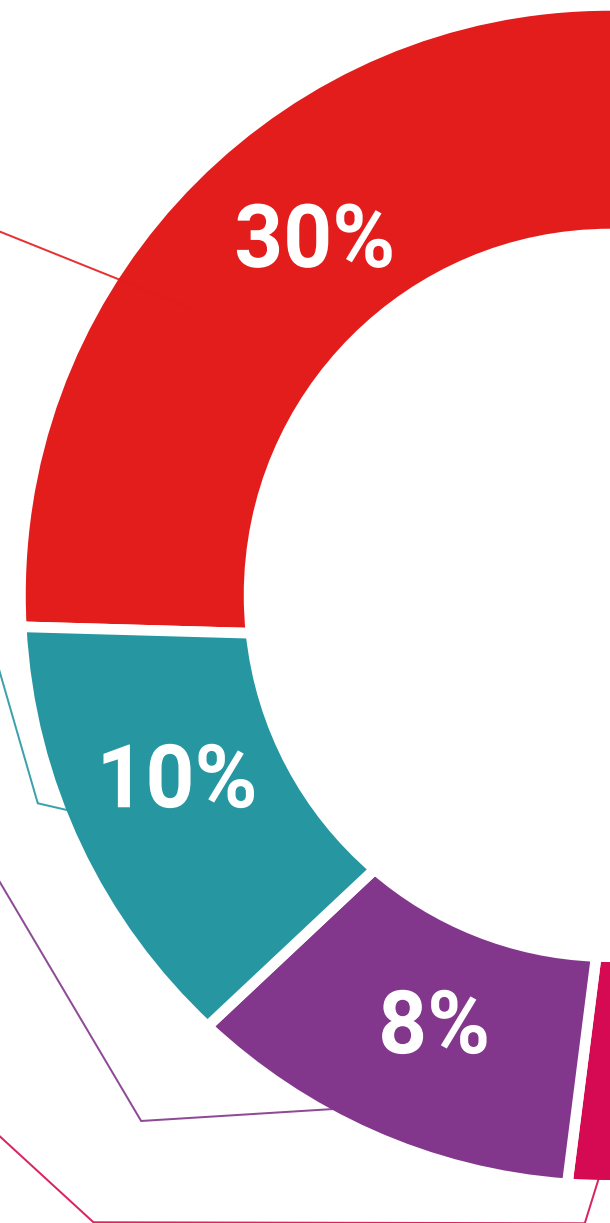
### Practising Skills and Abilities

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



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

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



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

This **Postgraduate Certificate in Political and Institutional Communication** contains the most complete and up-to-date academic 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 and Institutional Communication**

Official N° of Hours: **150 h.**



\*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.



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



## Postgraduate Certificate Political and Institutional Communication

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate

Political and Institutional Communication

