

# Postgraduate Certificate

## Public Opinion



## Postgraduate Certificate

### Public Opinion

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/public-opinion](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/public-opinion)

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01

# Introduction

This Public Opinion program offers the journalist the possibility of understanding the relationship between this concept and mass communication. Therefore, this program is designed to specialize journalism professionals in this field and to promote the mastery, techniques and the most current trends.



“*Become an excellent journalist  
and learn how to tell what is  
happening in the world*”



Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained great prominence since its beginnings. Journalism encompasses different branches: social, cultural, economic, sports, international, events, conflicts, etc. This makes it necessary for professionals in this sector to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. Specifically, this program aims to specialize students in Public Opinion. To do so, it is necessary to acquire a series of skills that allow you to put into practice all that has been learned.

The syllabus addresses the definition of Public Opinion, the theoretical framework, social psychology and media influence models. In addition, it shows the different relationships between public opinion and political communication, elections and government, or political intermediation in the press, among other aspects.

This program is the most complete and is designed so that the professional in the field of Journalism and communication reach a higher level of performance, based on the fundamentals and latest trends in the media. Make the most of the opportunity and become a professional with solid foundations through this academic program and the latest educational technology 100% online.

This **Postgraduate Certificate in Public Opinion** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by Public Opinion experts
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ A special emphasis on innovative methodologies in the field
- ♦ The interactive learning system based on algorithms for making decisions on the situations posed
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*This program will allow you to improve your skills and become a successful journalist”*

“

*This Postgraduate Certificate is the perfect way to complement your knowledge in Public Opinion”*

*Don't miss the opportunity to enhance your skills in Public Opinion.*

*Join our community of students and acquire the most advanced knowledge in your career.*

Its teaching staff includes professionals from the world of journalism, who bring to this program the experience of their work, as well as renowned specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will enable the professionals to contextual and situated learning, i.e., a simulated environment that will provide immersive learning programmed to prepare in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system developed by renowned experts in the field of Public Opinion and with great experience.



02

# Objectives

This Postgraduate Certificate is oriented towards the Journalism professionals, so that they can acquire the necessary tools to develop in this specific field, knowing the latest tendencies and delving into those topics that make up the forefront of this field.





“

*The Postgraduate Certificate in  
Public Opinion will allow you to  
increase your skills in this field”*



### General Objective

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- ♦ Know and identify the multiple expressions, phenomena and processes of public opinion



*Enroll in the best Public Opinion program on the current university scenario"*





## Specific Objectives

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- ♦ Situate the public function of the journalist as a guide of the Public Opinion and in relation to the role of the newspaper as a political actor and social mediator
- ♦ Reflect with theoretical soundness and empirical rigor on the processes by which the journalistic profession helps to build and express Public Opinion
- ♦ Express and act on Public Opinion
- ♦ Know the concept of Public Opinion



03

# Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, aware of the relevance of the current events, relevance of education in order to delve into the area of knowledge, to perform professional quality work through the new tools available.





“

*We have the most complete and up-to-date program on the market. We strive for excellence and for you to achieve it too”*



## Module 1. Public Opinion

- 1.1. The Concept of Public Opinion
  - 1.1.1. Introduction
  - 1.1.2. Definition
  - 1.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 1.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 1.1.5. The 20th Century
- 1.2. Theoretical Framework of Public Opinion
  - 1.2.1. Introduction
  - 1.2.2. Views on Public Opinion in the 20th Century
  - 1.2.3. Twentieth Century Authors
  - 1.2.4. Walter Lippmann: The Biased Public Opinion
  - 1.2.5. Jürgen Habermas: the Political-Value Perspective
  - 1.2.6. Niklas Luhmann: Public Opinion as a Communicative Form
- 1.3. Social Psychology and Public Opinion
  - 1.3.1. Introduction
  - 1.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 1.3.3. The Name
  - 1.3.4. Conformism
- 1.4. Media Influence Models
  - 1.4.1. Introduction
  - 1.4.2. Media Influence Models
  - 1.4.3. Types of Media Effects
  - 1.4.4. Research on Media Effects
  - 1.4.5. The Power of the Media
- 1.5. Public Opinion and Political Communication
  - 1.5.1. Introduction
  - 1.5.2. Electoral Political Communication. Propaganda
  - 1.5.3. Government Political Communication
- 1.6. Public Opinion and Elections
  - 1.6.1. Introduction
  - 1.6.2. Do Election Campaigns Influence Public Opinion?
  - 1.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
  - 1.6.4. The Bandwagon and Underdog Effects
- 1.7. Government and Public Opinion
  - 1.7.1. Introduction
  - 1.7.2. Representatives and their Constituents
  - 1.7.3. Political Parties and Public Opinion
  - 1.7.4. Public Policies as an Expression of the Government's Action
- 1.8. The Political Intermediation of the Press
  - 1.8.1. Introduction
  - 1.8.2. Journalists as Political Intermediaries
  - 1.8.3. Dysfunctions of Journalistic Intermediation
  - 1.8.4. Reliance on Journalists as Intermediaries
- 1.9. Public Sphere and Emerging Models of Democracy
  - 1.9.1. Introduction
  - 1.9.2. The Public Sphere in the Information Society
  - 1.9.3. Emerging Models of Democracy
- 1.10. Methods and Techniques for Public Opinion Research
  - 1.10.1. Introduction
  - 1.10.2. Opinion Polls
  - 1.10.3. Types of Surveys
  - 1.10.4. Analysis



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*A unique, key, and decisive educational experience to boost your professional development”*



04

# 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.

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*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.



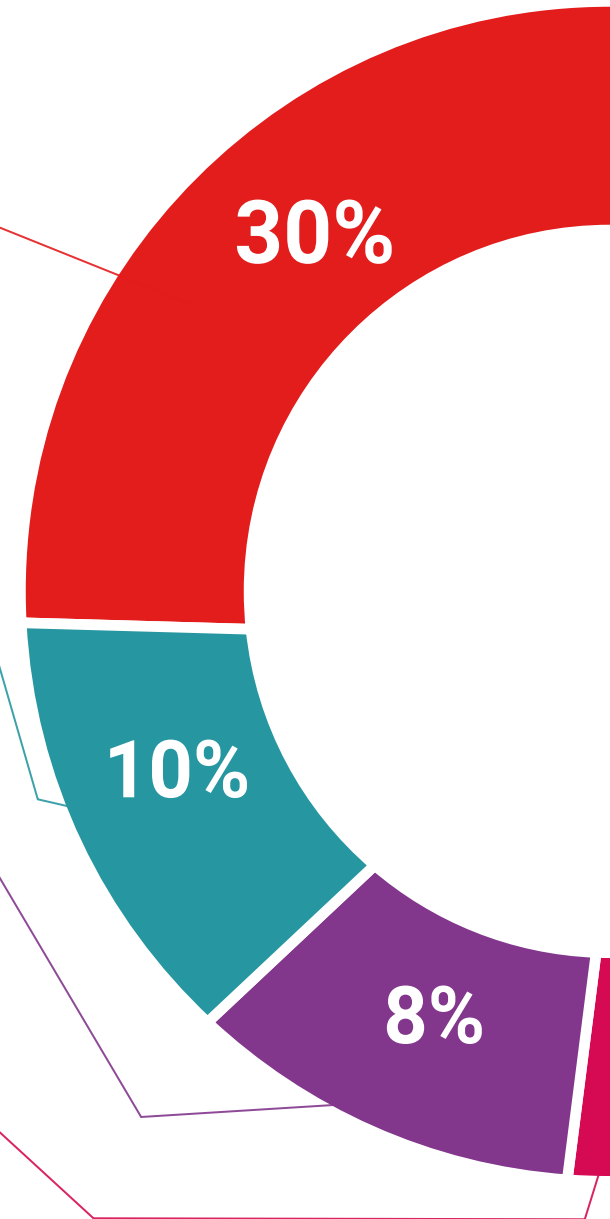
### Practising Skills and Abilities

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.





05

# Certificate

The Postgraduate Certificate in Public Opinion guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Public Opinion** 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: **Postgraduate Certificate in Public Opinion**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 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  
development language  
virtual classroom



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