

Professional Master's Degree

Political Journalism





Professional Master's Degree Political Journalism

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

Website: www.techtitute.com/in/journalism-communication/professional-master-degree/master-political-journalism

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01

Introduction

Politics evolves in an intricate labyrinth of communicative and persuasive strategies. Ideologies, relationships with power and institutions, information flows and their intentionality, Fake News as well as many other factors, become the key to essential knowledge for journalists in this sector; the key to access a world that requires a high degree of specialization to obtain, differentiate and offer the quality information that citizens should receive. This program offers the greatest development in this field, boosting the student's capacity in each of the areas necessary to act as an expert in political journalism.



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Political communication puts into action specific strategies that require the journalist to have in depth knowledge of political functioning and its message. This Professional Master's Degree will enable you to work with the efficiency of an expert in the sector”

Defining what politics is key. Since the beginnings of power in government, it is difficult to find a definition that accurately captures its meaning given the complexity of the concept: politics surrounds everything and everyone, from the prices of products bought at the supermarket to the salaries earned by each worker or the protection of the most disadvantaged.

Politics generates changes in society; therefore, it is essential to have specialized knowledge of the political environment and its development based on truthful, contrasted and well elaborated information.

In this way, political journalists become authentic actors and defenders of the truth, both externally in the media and newspapers, as well as internally, elaborating the communication plans of the parties that go for election at the polls.

The main objective of this Professional Master's Degree is the specialization of the professional journalist in Political Journalism. 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 Professional Master's Degree in Political Journalism 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.

The **Professional Master's Degree in Political Journalism** 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 proven experience of TECH
Technology University is available
to you in this complete program”*

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A Professional Master's Degree 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.

Learn all the aspects that successful political communication professionals must master.

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



02

Objectives

The Professional Master's Degree in Political Journalism is aimed at obtaining a degree of specialization that allows the journalism professional to develop their career in this area in an optimal way, making them knowledgeable in new dissemination techniques, campaign strategies and cross referencing of information for a government system. 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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Learn how to interact with the different political agents by managing the appropriate protocols to create the most effective access channels to the sources of information”



General objectives

- ♦ 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 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
- ♦ 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 unintentional information from hoaxes that seek to promote public disinformation



Specific objectives

Module 1. Political Journalism, Propaganda and Philosophy of Thought

- ♦ 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

Module 2. Ideologies and Political Parties

- ♦ 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
- ♦ Examine the changes that may occur in parties as their political progress develops towards institutionalization

Module 3. Parliamentary Journalism and Political Environments

- ♦ 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

Module 4. Political and Institutional Communication

- ♦ 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

Module 5. Political Discourse Analysis

- ♦ 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

Module 6. International Political Journalism and Global Structures

- ♦ 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

Module 7. Communication in Diversity and Gender

- ♦ 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 journalists 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

Module 8. Analysis and Management of Social Media for Influencing and Communicating

- ♦ 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

Module 9. Analysis of Political Data and Polls

- ♦ 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





Module 10. Source Journalism, Professional Ethics and Fake News

- ♦ 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

“ *Our goal is simple: to offer you high quality specialization, with the most developed teaching resources so that you achieve the best results with little effort*”

03 Skills

The Professional Master's Degree in Political Journalism is aimed at obtaining a degree of specialization that allows the journalism professional to develop their career in this area in an optimal way, making them knowledgeable in new dissemination techniques, campaign strategies and cross referencing of information for a government system. 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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Acquire the skills of an expert in communication, through this complete program that will allow you to master the tools and ways of working specific to this area of journalism”



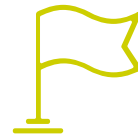
General skills

- ♦ 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 with specialized knowledge
- ♦ Manage political campaigns
- ♦ Analyze political data in different contexts
- ♦ Provide consultancy in political communication and Public Affairs
- ♦ Manage relations with political managers



Master the intricacies of one of the most complex and interesting areas of communication for professional journalists”





Specific skills

- ◆ 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
- ◆ Produce quality parliamentary reports for any platform and format
- ◆ Being fluent in information derived from the courts
- ◆ Master writing styles
- ◆ Use the tools for parliamentary chronicles
- ◆ 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 Agenda Setting or with 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
- ◆ Fact Checking

04

Course Management

The Professional Master's Degree in Political Journalism 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 from experts in the field is the best way to learn all the secrets of political journalism: a skill that only the best can achieve”

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

Mr. Espinosa Mateo, Carlos

- ◆ Positions: 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

Ms. Dominguez Liaño, Sara

- ♦ Positions: 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

Ms. Sánchez Zambrano, Isabel

- ♦ Positions: 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)

Mr. Guisado, Daniel Vicente

- ♦ Positions: 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. Romero Sánchez, David

- ♦ Positions: 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. Espí Hernández, Alejandro

- ♦ Positions: 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 University
- ♦ Postgraduate in Public Speaking and Political Communication Strategies
- ♦ Professor for the Documentation Science Foundation

Mr. Pérez Guzmán, Víctor

- ♦ Positions: 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

Mr. Lardiez Manzano Adrián

- ♦ Positions: 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



“*An impressive teaching staff, made up of professionals from different areas of expertise, will be your teachers during your program: a unique opportunity not to be missed*”



05

Structure and Content

The contents of this specialization have been developed by the different teachers on this program with a clear purpose: To ensure that our students acquire each and every one of the skills required to become true experts in Political Journalism. The content of this course will enable students to learn all aspects of the different disciplines involved in this field. This offers a very complete and well structured program with the highest standards of quality and success.





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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 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 Formation 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. Formation 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?
- 1.10. 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

- 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
- 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

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 the 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 Writing the Report to Breaking it Down
- 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, Rhetorical Questions
 - 4.2.4. The Receptor: Persuasiveness, Processing the Message, Predicting Behavior
 - 4.2.5. The Context of Persuasion: Channel and Means of Communication, the Person as Context, the Influence of Others
 - 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-Processing Model
 - 4.2.8.1. The Elaboration Probability Model
 - 4.2.8.2. Meta-Cognitive 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 at Other Times 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, Conclusion)
 - 4.4.4. Style and Types of Speech
 - 4.4.5. Rhetorical Techniques of Repetition; Poetic Eloquence; Rhetoric; 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, 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. Training Spokespersons
 - 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 Media Effects and Election Campaigns in Comparative Perspective
 - 4.6.3.1. Main Research Questions, Objectives, Theories and Findings (Agenda Setting, Framing, Priming)
 - 4.6.4. Candidate Profile: Desired vs. Real

- 4.6.5. Creating the Electoral Message: The Partisan Component, the Programmatic Component, the Personal Component and the Fine-Tuned Balance of the Electoral Message
- 4.6.6. The Communication of the Electoral Message (I): Logo, Slogan and Event Organization
- 4.6.7. The Communication of the Electoral Message (II): Electoral Advertising, the Relationship between Political Parties and Media and Direct Marketing
- 4.6.8. New Communication of Political Actors and the Media
- 4.6.9. 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. Media Focused
 - 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 Commercials as a Way of Identifying Strategies and Knowing the Way in Which the Campaign is Done
 - 4.8.2. Frame Analysis in the Study of Commercials
 - 4.8.3. Types: Framing Verbal, Visual, 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 Personal and Institutional Reputation Management Process and its Relationship with Governmental 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 Graphs, Influence, 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 Infocipation

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 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
 - 5.7.3. Poster Discourse Analysis
 - 5.7.3.1. European Cases
 - 5.7.3.2. American Cases
 - 5.7.4. Analysis of Discourse in Electoral Advertising
 - 5.7.5. Analysis of Discourse on Social Media
 - 5.7.6. 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 Ilographs 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. Closing
 - 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, Aps 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. USA
 - 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 Communication
- 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 do I 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 for Influencing and Communicating

- 8.1. Welcome to the Matrix. History of Social Media
 - 8.1.1. A Very Recent History: Where does Social Media Come From?
 - 8.1.2. How Have They Been Used in Political History?
- 8.2. What is a Social Media Platform?
 - 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 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, 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
 - 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. T 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 Does Each Social Media Platform Deal with Politics?

- 8.7. Measuring and Informing 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
 - 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 the Communicative Present of Politics
- 8.10. The Future of Social Media
 - 8.10.1. Technology of the Future, Innovation Networks in Communication
 - 8.10.2. Prospecting Political Communication in 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
- 9.4. 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 Social Capital
 - 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 the Data 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
- 9.9. The World in the Age of Data
 - 9.9.1. Fake News
 - 9.9.2. More Information and More Polarized
 - 9.9.2.1. New Forms of Protest
 - 9.9.2.2. Globalization: The Elephant in the Room
 - 9.9.3. 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. Code of Ethics
 - 10.3.7.1. International Principles of Professional Ethics of Journalism
 - 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 has 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. EU 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 Verification Firms
 - 10.7.1.1. International
 - 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: Censoring the Benefit
 - 10.8.1. Legislative Initiatives on Disinformation
 - 10.8.1.1. USA
 - 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 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

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

06

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.



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 student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 Professional Master's Degree in Political Journalism guarantees students, in addition to the most rigorous and up to date education, access to a Professional Master's Degree issued by TECH Technological University.



“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

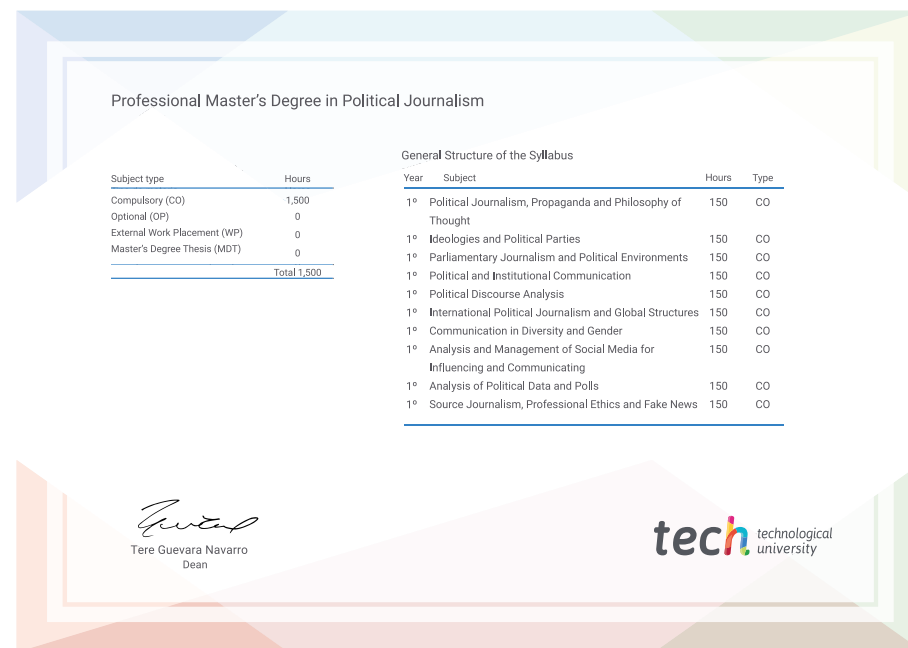
This **Professional Master's Degree in Political Journalism** contains the most complete and updated program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Professional Master's Degree in Political Journalism**

Official N° of hours: **1,500 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



Professional Master's Degree Political Journalism

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

Professional Master's Degree

Political Journalism

