

Postgraduate Diploma

Public Opinion



Postgraduate Diploma Public Opinion

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-public-opinion

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01

Introduction

Knowing the target audience for an advertising message and their opinions is fundamental to the success of a campaign. Messages must be directed to the right group of citizens who are willing to buy, since it will be of little value if the audience is not narrowed down. Therefore, specialization in public opinion is essential in the advertising field, which is why TECH has designed this program. Thanks to this program, students will learn the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations.





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Delve into the aspects related to Public Opinion and get your messages to reach the right audience”

This Postgraduate Diploma in Public Opinion is oriented to sensitize and prepare the professionals in the understanding and critical analysis of social reality, from the conceptual and theoretical contributions of sociology. The specialization of qualified professionals in this field requires providing them with adequate knowledge of the structures, processes and relationships present in the social contexts where the daily life of individuals, groups and organizations takes place. Their specialized intervention in these areas must take into account the influence and limitations that introduce in people's behavior and in the evolution of societies, the socio-political, economic and cultural dimensions

Likewise, the program is based on the historical development of public opinion, the theories that have tried to explain this concept and its function in society, as well as the scientific disciplines that have dealt with it: political science, law, social psychology, sociology and communication sciences. The concept of public opinion, which has been the subject of frequent controversy in recent times, is also examined with reference to its link to mass communication. Since the French Revolution, public opinion has become one of the symbols of political modernity in Europe, being associated with values such as enlightenment, rationality, freedom and democracy. Therefore, having a deep knowledge in this field will be essential to understand the society to which the advertising campaigns will be addressed.

In the last part of this educational program, the student is offered a very detailed vision of the main Lobbies, with a very close and transparent perception of how public relations should be managed in relation to pressure groups. In this way, the students will acquire the necessary skills to manage successfully in public communication, knowing how to handle communities and groups through appropriate messages.

In short, a program of great educational value that will add quality to the specialization of the professionals, who will be able to take it in a 100% online format, which will make it easier to study and reconcile it with the rest of their daily obligations.

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

- ♦ The use of the latest technology in e-learning software
- ♦ The intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available



A Postgraduate Diploma that will enable you to work with the solvency of a high-level professional"

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TECH offers you a multitude of theoretical and practical resources, thanks to which you can obtain an immersive and high-quality knowledge of the field”

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different environments, who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice is used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, the students will be able to acquire the knowledge as if they were facing real cases. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

This program relies on the experience of active professionals, experts in Public Opinion.

The methodological design of this Postgraduate Diploma is based on teaching techniques proven for their effectiveness, which allows for a more dynamic and efficient learning process.



02

Objectives

TECH has designed this comprehensive educational program with the main objective of offering journalism and communication professionals the most accurate information on public opinion, a fundamental aspect that all those who work on issues related to getting a message to society should know. Undoubtedly, a high quality syllabus that has been created to improve the qualification of professionals and make them more effective in their work.





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*Specialize in Public Opinion and
apply what you have learned to your
daily practice”*



General Objective

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools, reaching public opinion





Specific Objectives

Module 1. General Sociology

- ♦ Perform critical analysis of social reality based on its sociological reading
- ♦ Express themselves fluently and effectively in oral and written communication, using the most appropriate linguistic resources
- ♦ Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication
- ♦ Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function
- ♦ Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations
- ♦ Know how to deal with the informative treatment of scientific advances in an understandable and effective way

Module 2. Public Opinion

- ♦ Recognize the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Know how to reflect, with theoretical soundness and empirical rigor, on the processes by which the advertising and public relations professional helps to build and express public opinion
- ♦ Identify multiple expressions, phenomena and processes of public opinion
- ♦ Know how to relate advertising and public relations in a coherent manner with other social and human sciences

Module 3. Lobbying and Persuasion

- ♦ Be able to relate advertising and public relations coherently with other social and human sciences
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Recognize the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations



This program will help you be more effective in creating your advertising messages”

03

Structure and Content

This Postgraduate Diploma in Public Opinion includes the most relevant aspects that journalism and communication professionals should know in order to understand the importance of society in the different aspects of life and how their opinion can influence when issuing a message. A totally new content that will provide them with the necessary knowledge to learn how to create persuasive content that will try to reach the public.





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The best educational program on the market today to increase your knowledge of Public Opinion”

Module 1. General Sociology

- 1.1. Historical Fundamentals of Sociology
 - 1.1.1. Origin
 - 1.1.2. Concepts and Objectives
 - 1.1.3. Preliminary Formation
 - 1.1.3.1. Augusto Comte
 - 1.1.3.2. Herbert Spencer
 - 1.1.3.3. Emilio Durkheim
 - 1.1.3.4. Carl Marx
 - 1.1.3.5. Max Webber
 - 1.1.4. Sociology and Social Sciences
- 1.2. Predominant Social Relations
 - 1.2.1. Society and Population
 - 1.2.2. Social Groups
 - 1.2.3. Social Role
 - 1.2.4. Types of Social Roles
 - 1.2.5. Social Classes
- 1.3. Social Structure and Organization
 - 1.3.1. The Family
 - 1.3.2. The School
 - 1.3.3. The media
 - 1.3.4. The Nation and the State
 - 1.3.5. The Church
 - 1.3.6. Educational and Process of Socialization
 - 1.3.7. Culture, Society and Individual
 - 1.3.8. Social Institutions
- 1.4. Development and Evolution of the Society of Law
 - 1.4.1. Basic Concepts
 - 1.4.1.1. Power
 - 1.4.1.2. Lawfulness
 - 1.4.1.3. Legal Aspects
 - 1.4.2. Politics and its Implications
 - 1.4.3. Origin and Development of the Society of Law
- 1.5. Currents of Legal Sociology
 - 1.5.1. Social Life and Social Judgment
 - 1.5.2. Social Functions of Law
 - 1.5.3. Sociology and its Relationship with Law
- 1.6. Rules and Roles
 - 1.6.1. Of the Lawyer
 - 1.6.2. Of the Judge
 - 1.6.3. Of the Police
 - 1.6.4. Roles and Parties in Legal Proceedings
 - 1.6.5. Prosecutors
 - 1.6.6. Actors
 - 1.6.7. Respondents
 - 1.6.8. Victims
 - 1.6.9. Legal Pluralism and Indigenous Groups
 - 1.6.10. Validity and Effectiveness of the Law
 - 1.6.11. Social Control
 - 1.6.12. Order Against Repression
 - 1.6.13. Law as an Instrument of Control
- 1.7. Social Classes and Social Stratification
 - 1.7.1. Concept of Social Stratification
 - 1.7.2. Social Classes Theory
- 1.8. Social Change
 - 1.8.1. Evolution and Social Change
 - 1.8.2. Factors and Conditions of Social Change
 - 1.8.3. Agents of Social Change
- 1.9. Social Legal Institutions
 - 1.9.1. Relationship between the State and the Constitution
 - 1.9.2. Administration and Delivery of Justice
 - 1.9.3. Conservative and Law Reforming Forces
 - 1.9.4. Social Forces Acting on Legislation
 - 1.9.5. Social Influence in the Process of Policy Making
 - 1.9.6. Social Vision of the Application of the Law

- 1.10. Contemporary Thought in Mexico
 - 1.10.1. Main Sociological Schools and their Exponents
 - 1.10.2. Contemporary Sociological
 - 1.10.3. Development and Evolution of Thought in Mexico

Module 2. Public Opinion

- 2.1. The Concept of Public Opinion
 - 2.1.1. Introduction
 - 2.1.2. Definition
 - 2.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
 - 2.1.4. Phases in the Growth of Public Opinion as a Discipline
 - 2.1.5. The 20th Century
- 2.2. Theoretical Framework of Public Opinion
 - 2.2.1. Introduction
 - 2.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
 - 2.2.3. Twentieth Century Authors
 - 2.2.4. Walter Lippmann: Biased Public Opinion
 - 2.2.5. Jürgen Habermas: the Political-Value Perspective
 - 2.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 2.3. Social Psychology and Public Opinion
 - 2.3.1. Introduction
 - 2.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
 - 2.3.3. The Name
 - 2.3.4. Conformism
- 2.4. Media Influence Models
 - 2.4.1. Introduction
 - 2.4.2. Media Influence Models
 - 2.4.3. Types of Media Effects
 - 2.4.4. Research on Media Effects
 - 2.4.5. The Power of the Media



- 2.5. Public Opinion and Political Communication
 - 2.5.1. Introduction
 - 2.5.2. Electoral Political Communication. Propaganda
 - 2.5.3. Government Political Communication
- 2.6. Public Opinion and Elections
 - 2.6.1. Introduction
 - 2.6.2. Do Election Campaigns Influence Public Opinion?
 - 2.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
 - 2.6.4. The Bandwagon and Underdog Effects
- 2.7. Government and Public Opinion
 - 2.7.1. Introduction
 - 2.7.2. Representatives and their Constituents
 - 2.7.3. Political Parties and Public Opinion
 - 2.7.4. Public Policies as an Expression of the Government's Action
- 2.8. The Political Intermediation of the Press
 - 2.8.1. Introduction
 - 2.8.2. Journalists as Political Intermediaries
 - 2.8.3. Dysfunctions of Journalistic Intermediation
 - 2.8.4. Reliance on Journalists as Intermediaries
- 2.9. Public Sphere and Emerging Models of Democracy
 - 2.9.1. Introduction
 - 2.9.2. The Public Sphere in the Information Society
 - 2.9.3. The Public Sphere in the Information Society
 - 2.9.4. Emerging Models of Democracy
- 2.10. Methods and Techniques for Public Opinion Research
 - 2.10.1. Introduction
 - 2.10.2. Opinion Polls
 - 2.10.3. Types of Surveys
 - 2.10.4. Analysis



Module 3. Lobbying and Persuasion

- 3.1. Introduction to Lobby
 - 3.1.1. What is a Lobby?
 - 3.1.2. Origins of Lobby
 - 3.1.3. Public Affairs Strategies
- 3.2. The Lobbyist
 - 3.2.1. A Day in the Life of a Lobbyist
 - 3.2.2. Lobby, Vocation or Training
 - 3.2.3. Ten Qualities of a Good Lobbyist
- 3.3. The Basics of Lobby
 - 3.3.1. Mobilization in Digital Environments
 - 3.3.2. Clients
 - 3.3.3. The Lobby and Internationalization
- 3.4. Lobby in Small Businesses
 - 3.4.1. Association
 - 3.4.2. Approach
 - 3.4.3. Anticipation
 - 3.4.4. Activation
 - 3.4.5. Access
 - 3.4.6. Evaluation
- 3.5. Case Study
 - 3.5.1. Public-Private Collaboration: The Case of PPP Forum
 - 3.5.2. A Success Story: Introduction to Hybrid Technology
 - 3.5.3. "Varicella and Public Health" Case
- 3.6. Lobby Strategies
 - 3.6.1. A View of Lobbies from the Pre-Legislative Administration
 - 3.6.2. The Butterfly Effect
 - 3.6.3. Light and Stenographers
- 3.7. Lobby in The Media
 - 3.7.1. Lobbyi on the Internet and Social Media
 - 3.7.2. Most Popular Social Media Used by Lobbyists
 - 3.7.3. Lobbies in Conventional Media

- 3.8. Types of Groups
 - 3.8.1. Opinion Groups
 - 3.8.2. Stakeholders
 - 3.8.3. Power Groups
- 3.9. Types of Lobbying
 - 3.9.1. According to their Organizational Aspect
 - 3.9.2. According to their Legal Nature
 - 3.9.3. According to their Goals, Objectives and Interests
- 3.10. Positive and Negative Aspects of Lobby
 - 3.10.1. Positive Aspects
 - 3.10.2. Negative Aspects
 - 3.10.3. Lobbyists' Vision



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.



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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.



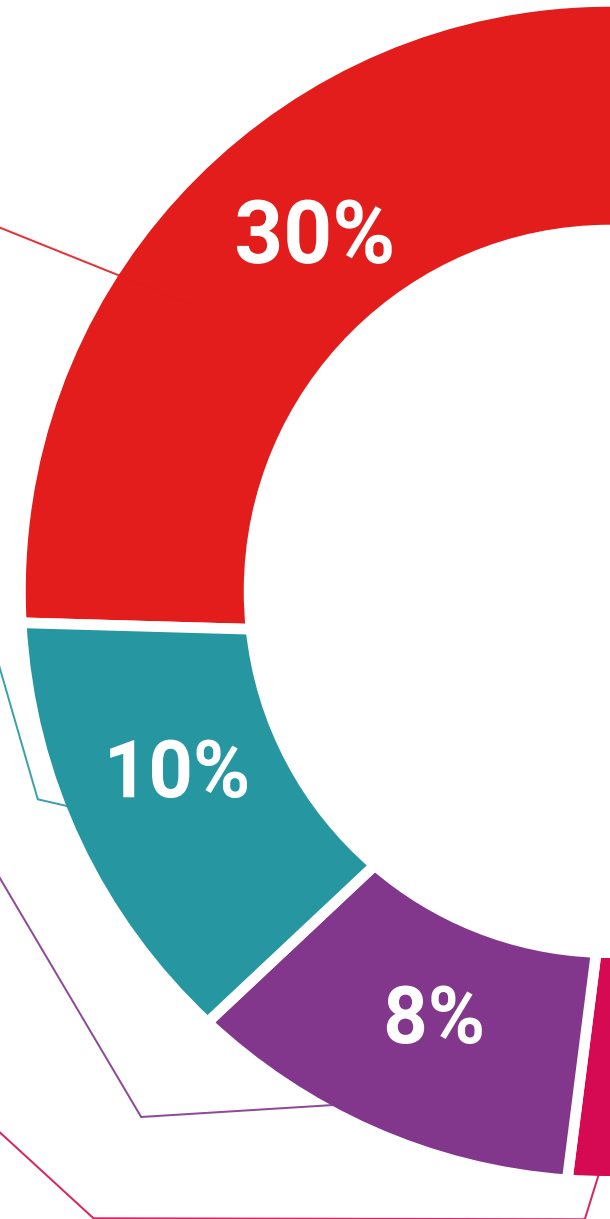
Practising Skills and Abilities

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



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

This **Postgraduate Diploma in Public Opinion** contains the most complete and up-to-date program on the market..

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

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

Title: **Postgraduate Diploma in Public Opinion**

Official N° of Hours: **450 h.**



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

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



Postgraduate Diploma Public Opinion

- » Modality: online
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- » Dedication: 16h/week
- » Schedule: at your own pace
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Postgraduate Diploma Public Opinion

