



Executive Seminar Political communication

23–25 April 2018



Seminar description

In modern democracies, political institutions and organizations communicate primarily through mass media. Strategic reform policy – in addition to policy content – must always consider the communicative dimension of political reform measures. Thus, parties and their environments must make political communication a core competency.

This course introduces participants to crucial issues of national and international communication, as well as of key developments at the European and regional levels. They get insight into the role of the mass media and the possibility of reaching small and/or diverse audiences through modern social media.

This course enables participants to understand the interplay/interdependencies between media, politics and citizens. It examines key-concepts such as the public sphere, media democracy, and citizen engagement. Participants acquire key-competencies in understanding the role of media and communication in today's world.

Past guest speakers in the seminar include:

- Karin Dohr, Political Correspondent, ARD Hauptstadtstudio
- Damian Drăghici, Member of the European Parliament

This course can also be completed as part of the Certificate in Intersectoral Management, the Certificate in Certificate in Communication Management, the Certificate in Digital Transformation, the Certificate in Marketing and Communication in Business, Politics and Society (with ESCP Europe) or the Hertie School Communication Programme.

Seminar director



Prof. Dr. Andrea Römmele is Professor for Communication in Politics and Civil Society at the Hertie School of Governance. Her research interests are comparative political communications, political parties and public affairs. She was Fulbright Distinguished Chair in Modern German Studies at the University of California, Santa Barbara in 2012/13 and has been a visiting fellow at the Johns Hopkins University in Washington, DC, and the Australian National University in Canberra. Römmele is co-founder and editor-in-chief of the Journal for Political Consulting and Policy Advice and also works as a consultant to political and corporate campaigns.

Date	23–25 April 2018
Location	Hertie School of Governance Friedrichstraße 180, 10117 Berlin
Seminar director	Prof. Dr. Andrea Römmele
Register at	www.hertie-school.org/seminar/communication
Fee	€ 1,690 Tuition fees for the open enrolment seminars are exempted from tax according to Value Added Tax Act (UStG) §4 Nr. 21a.



Draft programme*

	Day 1	Day 2	Day 3
9–11 h	Day 1 <i>Seminar start: 11 h</i>	Media, media systems and media effects	Speeches as communication tools
11–13 h	Welcome and introduction to political communication	Personalization of politics	Speeches as communication tools (continued)
14–16 h	Actors in political communication or: Who talks to whom?	Campaigning in a referendum	TV debates & seminar wrap-up
16–18 h	US Presidential campaign 2016 – lessons learned from the campaign trail	Lobbying and public affairs	<i>Seminar end: 16 h</i>
18–20 h	Evening lecture with guest expert		

* detailed final programme will be available 4 weeks prior to the start of the seminar

Executive Education at the Hertie School of Governance

Our trainings equip experienced professionals with state-of-the-art know-how and a core set of modern theories in governance and management. Participants expand their skill sets and network with peers from the **public sector, international organisations, business, and civil society** in Europe and abroad.

Short-term executive trainings

- Certificate in Leadership and Management
- Certificate in Public Financial Management and Methods
- Certificate in Intersectoral Management
- Certificate in Public Sector Innovation
- Certificate in Communication Management
- Certificate in Digital Transformation
- Certificate in Management in the Public Sector
- Hertie School Leadership Programme
- Hertie School Management Programme
- Hertie School Communication Programme
- Hertie School EU Governance Programme
- Hertie School Decision-Making Programme
- Executive Seminars and Skills Trainings
- Workshops in Brussels and London
- Hertie School – ESCP Europe Certificate Series
- European Capitals

Registration possible throughout the year.

Executive degree programme

- **Executive Master of Public Administration** (full- or part-time, modular entry possible)

The Hertie School of Governance prepares exceptional students for leadership positions in government, business, and civil society. The School also offers experienced professionals the opportunity to deepen their skills in the field of public management. A renowned international faculty with expertise in economics, business, law, political and social science take an interdisciplinary, policy-oriented approach to the School's teaching and research agenda. The School actively engages in public debate with its wide range of events bringing together experts from theory and practice. The Hertie School was founded in 2003 by the Hertie Foundation, which remains its major partner. The School continually expands its international network of partners to strengthen its position as Germany's leading institution for teaching and research on public policy and governance.



Contact:

Executive Education

E-Mail: executive@hertie-school.org

Phone: +49 (0)30 25 92 19-117

Hertie School of Governance: Friedrichstraße 180 | 10117 Berlin

www.hertie-school.org/executive