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 Hauptstadttstudio
- 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*

<table>
<thead>
<tr>
<th>Time</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
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<tbody>
<tr>
<td>9–11 h</td>
<td>Seminar start: 11 h</td>
<td>Media, media systems and media effects</td>
<td>Speeches as communication tools</td>
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<tr>
<td>11–13 h</td>
<td>Welcome and introduction to political communication</td>
<td>Personalization of politics</td>
<td>Speeches as communication tools (continued)</td>
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<tr>
<td>14–16 h</td>
<td>Actors in political communication or: Who talks to whom?</td>
<td>Campaigning in a referendum</td>
<td>TV debates &amp; seminar wrap-up</td>
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<tr>
<td>16–18 h</td>
<td>US Presidential campaign 2016 – lessons learned from the campaign trail</td>
<td>Lobbying and public affairs</td>
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<tr>
<td>18–20 h</td>
<td>Evening lecture with guest expert</td>
<td></td>
<td>* detailed final programme will be available 4 weeks prior to the start of the seminar</td>
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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.