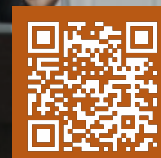




**Masters • Lisboa**

# POLITICAL COMMUNICATION



## Direction

Susana Rogeiro Nina  
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## Secretariat

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## Duration

2 Years

## Credits

120 ects

## Presentation

The Master's in Political Communication is an innovative and unique programme in Portugal. The interdisciplinary syllabus, which combines Political Science and Communication Sciences, is designed to develop skills aimed at understanding the permanent tension between the political field and the media. At the same time, it fosters essential skills for the exercise of professions linked to political communication in a context marked by challenges such as the preponderance of digital media, the spread of fake news, journalistic and/or political manipulation and the deterioration of the public interest.

# STUDY PLAN

## 1st Year / General path

1º Semestre	ects	2º Semestre	ects
Mass Media and Politics	6	Political Campaigns Analysis	6
Models of Electoral Behaviour	6	Political Marketing and Communication Strategy	6
Political Communication	6	Politics and Entertainment	6
Political Parties. Populism, and Contemporary Radicalisms	6	Research Design	6
Politics and Hyperconnectivity	6	Surveys, Opinion studies and Polls	6

## 2nd Year / General path

Anual	ects	1º Semestre	ects
Dissertation in Political Communication	40	Planning of the Dissertation	10
Research Seminar on Political Communication	10		

Linha direta  
para o teu futuro



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