

Faculty of Letters and Philosophy

**POLITICAL COMMUNICATION AND CONSULTANCY
2ND LEVEL MASTER DEGREE**

Academic Year 2006/2007

I Edition



DIRECTION AND SCIENTIFIC COMMITTEE

Director: Prof. Giuseppe Dalla Torre

Coordinator: Prof. Lorella Cedroni

Scientific Committee: Prof. Giuseppe Ignesti, Prof. Donatella Pacelli, Prof. Lorella Cedroni, Prof. Roberto Papini

Tutor: Dr. Roberto De Rosa

External Relations: Dr. Antonio Sofi

PROFESSIONAL PROFILE

The Master is designed to give students the necessary skills and competences to work in political consultancy and electoral marketing, at both national and European level. The political consultant organises communication and image campaigns making use of all the necessary instruments, plans long and medium term political strategies and supervises all the phases of the election campaign, from the preparatory research to opinion polls, campaign events to electoral advertising.

PROGRAMME

The course integrates different approaches and methodologies, so as to give a strategic and complete study of the management instruments and techniques of electoral campaigns, from the analysis of the socio-political context of reference to the programming of communication instruments, with particular attention to the ethical aspects and contents.

ENTRY REQUIREMENTS

Graduates with a specialist degree (new system) or a four-year degree (old system), or a degree from a foreign university recognised as being equivalent.

STRUCTURE

- Minimum number of students: 30
- Total number of 1,500 hours in course (divided into lectures, practical exercises, seminars and laboratory practicals, meetings with professionals working in the sector, traineeships with communication and electoral marketing agencies, workshops coordinated by lecturers)
- Course tests and final exams

LECTURERS

University lecturers in the subject areas of sociology, history, law, politics and communication; experts of the sector and professionals.

SYLLABUS

1st MODULE

ANALYSIS OF THE SOCIO-POLITICAL CONTEXT

a) Communication and Mass Media

- Theory and techniques of social communication
- Public and institutional communication
- History of political propaganda
- Journalistic system, air time and politics
- Comparative political communication
- Surveys and electoral opinion polls

b) The social and political-institutional system

- Contemporary history
- Public institutions and policies
- History of political parties and political and trade union movements
- Political society and theories of consent
- Italian political system
- Theories and forms of public opinion

2nd MODULE

POLITICAL COMMUNICATION STRATEGIES

a) Ethics and deontology of political communication

- Political consultant's handbook
- Professional deontology
- Norms and legislation on elections

b) Strategic approach to political communication

- Logic of collective action: decisional processes and the games theory
- Electoral statistics and the historical analysis of the vote
- Image strategies

3rd MODULE

ELECTORAL COMMUNICATION TECHNIQUES

a) Communication instruments

- Textual and visual communication
- Thematisation of the campaign: the spin doctor's role
- Press Office
- Surveys and opinion polls
- Electoral advertising: TV, radio, daily newspapers
- Communication strategies using posters
- Organisation of electoral events
- Direct marketing and electoral mailing programming
- Public speaking and interview techniques
- Speech writing
- Internet communication and electoral blogs

b) Organisation and management of political campaigns and events

- Campaigning management
- Organisation and management of an electoral committee
- Phases of the electoral campaign: from fund raising to voting
- Grassroots level: electoral rallies, meetings, canvassing

ADDRESS

LUMSA – Facoltà di Lettere e Filosofia

Via della Traspontina, 21 - 00193 Roma

DURATION AND TIMETABLE OF LECTURES

- November 2006 - December 2007
- Friday 9.00-19.00 - Saturday 9.00-13.000

ENROLMENT

- Last day for enrolment: 31 October 2006
- Admission to the Master, up to the maximum number of places available, will depend on the assessment of the documents received, according to the order of arrival of the applications at the Master's Office
- Candidates will be informed of their admission/non-admission to the Master by e-mail
- The go-ahead for the Master and the beginning of lectures will be published on the LUMSA site
- The application for enrolment, together with documentary evidence of qualifications must be sent to the following address:

LUMSA - Segreteria Master e Corsi di Perfezionamento

Via Pompeo Magno, 22 – 00192 Roma

- Applications received without the requested documentary evidence of qualifications enclosed will not be taken into consideration.
- The application for enrolment can be found at www.lumsa.it
- or at the Masters and Specialisation Courses Office

Enrolment for the Master is incompatible with other degree courses, Masters, Specialisation Courses, Specialisation Schools and Ph. D. Courses

ENROLMENT FEES AND PAYMENT

Cost: € 3.100.00 payable in three instalments

I instalment: € 1.100.00 at the time of enrolment

reimbursable in the case of failure to start/non-admission to Master

II instalment: € 1.000.00 (by 15.01.2007)

III instalment: € 1.000.00 (by 15.05.2007)

Payments can only be made by bank transfer to:

LUMSA - UniCredit PB

Reference: 7485 – ROMA Parioli

Account No. 60005491 ABI 03223 CAB 03202 CIN J

specifying in the description of payment your name, surname and title of Master.

Copies of the bank receipt of the bank transfers must be taken to the Master and Courses Office.

Once enrolled for the Master, no refund of the instalments already paid is due in the case of

renunciation. (The payment by instalments of the enrolment fees is only a concession for students: therefore, any renunciation does not exempt students from the whole amount of the enrolment fee).

AWARDS

- 60 University Credits
- Title of 2nd level Master in "Communication and Political Consultancy
- The title is recognised for enrolment in one of the following LUMSA specialist degree courses:
 - Publishing and Journalism (Degree class 13/S)
 - Public Administration Science (Degree class 71/S)

INFORMATION

LUMSA - Masters and Specialisation Courses Office

Via Pompeo Magno, 22 -00192 Roma

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For information on the course:

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