

Course designation

Media Training

Scope

Proposal to strengthen the training offerings of the School of Technology of Abrantes (ESTA) of the Polytechnic Institute of Tomar (IPT) through the micro-credentialing course in Media Training, from an operational application perspective in the current context of Organizations.

In this sense, this proposal for the creation of the Media Training course is submitted, with 3 ECTS, corresponding to 81 total hours of work, of which 25 are contact hours.

Context

The relationship with the Media within the Prevention and Rescue System is fundamental. To ensure that the message conveyed is successful, transmitting serenity, credibility, and trust to the population, preparation and training at the emotional and argumentative levels in the relationship established with journalists is necessary. Informing about risks, vulnerabilities, and ways to mitigate them requires clear, objective, and fluid communication. Training is essential to achieve high levels of performance in the act of communicating.

Target audience

Representatives of public or private entities, with roles in institutional communication and Public Relations, commanders, leaders, and coordinators of institutions that are part of the National Civil Protection System and other interested parties.

Places

The maximum number of places is 20 (twenty).

This micro-credentialing will only operate with a minimum of 10 (ten) registered participants.

Curriculum Structure

1. What is Social Communication and how do Media Outlets operate
2. The objectives of communication and the communication process
3. Visual, auditory, olfactory, and gustatory stimuli that may disrupt communication
4. Verbal Communication and Voice
5. Body Communication and Attitudes
6. The Body and Emotion
7. Body Workshop
8. Emotion Management
9. Emotions and Organs
10. Managing Communication and Time
11. Types of communication and traps



Proposal for Training

Page 1 de 1

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Course name: Media Training

Course training area (CNAEF): 310

Proposed by: Hália Costa Santos

1. Objectives

Equip trainees with in-depth knowledge of oral and behavioral communication techniques through media training exercises.

Duration: 81 total hours, with 25 hours of contact.

2. Career opportunities

3. Target Audience

Representatives of public or private entities with roles in institutional communication and Public Relations.

Commanders, managers, and coordinators of institutions that are part of the National Civil Protection System.

Other candidates interested in this area.

Notes:

Possibility of conducting classes in-person

Date: 15/03/2023

Signature:

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