Advanced Media and Propaganda Studies Training Course

Professional Development Training Course Outline

Category	Political Science and International Relations	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Propaganda is the strategic use of information to influence public perception, often with a specific agenda. In today's hyper-connected, digital world, its methods are more sophisticated and pervasive than ever, making it an essential subject for critical analysis. Advanced Media and Propaganda Studies Training Course provides a comprehensive exploration of the historical and contemporary landscape of propaganda, **disinformation**, and **misinformation**. It is designed for professionals and academics who need to develop advanced skills in identifying, analyzing, and countering manipulative communication techniques across various media platforms.

This course moves beyond basic media literacy to delve into the complex psychological, social, and political dynamics of information warfare. You'll gain a deeper understanding of how **algorithmic amplification**, **deepfakes**, and **AI-generated content** are reshaping the information ecosystem. By combining theoretical frameworks with practical, **hands-on exercises** and real-world case studies, participants will learn to **deconstruct narratives**, expose hidden agendas, and develop effective strategies for promoting **media integrity** and public trust in an era of unprecedented **digital manipulation**.

Programme Curriculum

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Course Duration

10 days

Course Objectives

1. Analyze historical and contemporary **propaganda models** and their evolution.
2. Deconstruct **disinformation campaigns** and identify their sources, motives, and target audiences.
3. Utilize **open-source intelligence (OSINT)** and **digital forensics** to verify information and expose manipulation.
4. Understand the role of **algorithmic bias** and social media platforms in the spread of false narratives.
5. Evaluate the psychological and cognitive vulnerabilities that make individuals susceptible to **persuasion** and propaganda.
6. Assess the impact of **AI-generated content** and **deepfakes** on media credibility and public trust.
7. Develop strategies for **counter-narrative** and **strategic communication** to combat misinformation.
8. Recognize **media bias** in journalism and understand its influence on political discourse.
9. Apply **fact-checking frameworks** and **source verification techniques** effectively.
10. Analyze the intersection of propaganda with national security, public health, and **democratic processes** .
11. Explore ethical considerations and **legal frameworks** related to information warfare and free speech.
12. Identify and track **influence operations** conducted by state and non-state actors.
13. Formulate resilient research strategies for high-risk environments and sensitive topics.

Target Audience

- **Journalists** and **investigative reporters**
- **Public relations** and strategic communication professionals
- **Government** and **policy analysts**
- **National security** and intelligence professionals
- **Academics** and researchers in media and political science
- **Non-profit** and NGO leaders focused on human rights and democracy
- **Digital marketers** and content strategists
- **Educators** and **trainers** in media literacy

Course Modules

Module 1: The Foundations of Propaganda

- Historical and theoretical frameworks of propaganda.
- The evolution from classic to modern information control.
- Psychology of persuasion and cognitive biases.

- Propaganda in different political and social systems.
- **Case Study**: Analysis of WWII propaganda posters and their psychological appeals.

Module 2: The Digital Disinformation Ecosystem

- Mapping the anatomy of a disinformation campaign.
- Bots, trolls, and coordinated inauthentic behavior.
- The role of social media platforms as propaganda vectors.
- Dark ads and micro-targeting.
- **Case Study**: Deconstructing a recent social media disinformation campaign related to a public health crisis.

Module 3: Advanced Fact-Checking and Verification

- Digital forensics for images, videos, and audio.
- Reverse image search and metadata analysis.
- Source verification techniques (e.g., geolocation, cross-referencing).
- The IFLA and other fact-checking frameworks.
- **Case Study**: A hands-on exercise to debunk a viral video and trace its origin using multiple verification tools.

Module 4: AI, Deepfakes, and Synthetic Media

- Introduction to generative AI and its use in creating false media.
- Recognizing and analyzing deepfakes and manipulated content.
- Ethical implications of AI-driven media.
- Future trends and the race between AI and detection tools.
- **Case Study**: Examination of a political deepfake and discussion of its real-world impact.

Module 5: Influence Operations and National Security

- State-sponsored influence operations and cyber warfare.
- Identifying foreign interference in elections and public discourse.
- The role of state-controlled media and proxy outlets.
- Analyzing sophisticated "gray" and "black" propaganda.
- **Case Study**: A deep dive into a specific state-sponsored hacking and disinformation operation.

Module 6: Media Bias and Narrative Construction

- Understanding different forms of media bias (e.g., selection, omission, framing).
- How narratives are constructed to shape public opinion.
- Agenda-setting and gatekeeping in modern journalism.
- The financial and political pressures on media outlets.
- **Case Study**: Comparing news coverage of a major event across different ideological media outlets.

Module 7: Counter-Narrative and Strategic Communication

- Principles of effective counter-narrative creation.
- Building public trust and media resilience.
- Working with at-risk communities and vulnerable populations.
- The use of humor, satire, and alternative media to fight propaganda.

- **Case Study**: A workshop on developing a strategic communication plan to counter a targeted disinformation campaign.

Module 8: Propaganda in Pop Culture and Entertainment

- The use of film and television for political messaging.
- Ideology and subtle persuasion in video games and music.
- The role of influencers and celebrity culture.
- Brand activism and corporate propaganda.
- **Case Study**: Analyzing the subtle and overt political messages in a popular blockbuster film or streaming series.

Module 9: Psychological Warfare and Mind Control

- The "science" of psychological operations (PsyOps).
- Fear, uncertainty, and doubt (FUD) as a tactic.
- The psychology of cults and extremist groups.
- Understanding the brain's response to emotionally charged information.
- **Case Study**: A psychological profile of a historical propaganda campaign and its target audience.

Module 10: Legal and Ethical Dimensions

- Free speech vs. hate speech in a digital context.
- Regulation, censorship, and the role of tech companies.
- Journalistic ethics in covering misinformation.
- The legal frameworks for information warfare.
- **Case Study**: A debate on a major tech company's decision to ban or permit certain content.

Module 11: Propaganda and Public Health

- The spread of medical misinformation and anti-vaccine movements.
- Public health communication challenges in a polarized environment.
- Identifying and countering health-related hoaxes and conspiracies.
- The role of trusted messengers and community leaders.
- **Case Study**: Analysis of the information landscape during a major pandemic.

Module 12: Propaganda in the Global South

- Examining propaganda and disinformation in different cultural and political contexts.
- The role of local actors and unique media consumption patterns.
- The impact of colonialism and post-colonial narratives.
- **Case Study**: An exploration of a propaganda campaign in a developing nation.

Module 13: Propaganda and the Rise of Populism

- The use of propaganda by populist movements.
- The role of "fake news" and "alternative facts."
- Creating an "us vs. them" narrative.
- Rhetoric and emotional appeals in populist communication.
- **Case Study**: A comparative analysis of populist leaders' communication styles.

Module 14: Personal Resilience and Digital Hygiene

- Developing personal strategies for navigating the information landscape.
- Enhancing critical thinking and media literacy skills.
- Protecting personal data and privacy from surveillance.
- Building healthy digital habits and avoiding filter bubbles.
- **Case Study**: A personal "digital audit" to identify and mitigate online vulnerabilities.

Module 15: Capstone Project

- Participants will apply skills to a real-world scenario.
- Option to conduct an investigative report, a theoretical analysis, or a counter-narrative campaign proposal.
- Presentation of findings and peer review.
- **Case Study**: Teams will be given a simulated "live" information operation to track and analyze over the course of the module.

Training Methodology

- **Interactive Lectures**: Theoretical concepts are introduced with real-world examples.
- **Hands-on Workshops**: Participants use tools for digital forensics and data analysis.
- **Live Case Studies**: Real-time analysis of unfolding information operations.
- **Group Discussions**: Fostering critical dialogue and diverse perspectives.
- **Simulations and Role-Playing**: Participants act as investigators, analysts, or strategic communicators.
- **Guest Speakers**: Experts from journalism, academia, and intelligence communities.
- **Capstone Project**: A culminating project to apply all learned skills.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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