Introduction day:

Master: Political Communication and Journalism
Overview

- Study program
- Courses
  - Semester 1
  - Semester 2
- Staff introduction
- Important sources
- Alumna: Liselotte Pelle
- 15.00 – Drinks @ Roeter
Political Communication and Journalism

Core Concepts are....

- Democracy
- Political Actors
- The (Political) Media
- (Political) Journalism and Journalists
- Political Communication Effects
- Research Methodology in Political Communication
## Your Master’s programme

<table>
<thead>
<tr>
<th>Semester 1</th>
<th></th>
<th>Block 3 (4 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
<td>Block 2 (8 weeks)</td>
<td>Research Methods Tailored to the Thesis (6 EC)</td>
</tr>
<tr>
<td>Specialisation seminar 1 (12 EC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialisation seminar 2 (12 EC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thesis preparation phase 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Your Master’s programme

<table>
<thead>
<tr>
<th>Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
</tr>
<tr>
<td>Block 2 (8 weeks)</td>
</tr>
<tr>
<td>Block 3 (4 weeks)</td>
</tr>
</tbody>
</table>

| Specialisation seminar 1 (12 EC) | Research Methods Tailored to the Thesis (6 EC) |
| Specialisation seminar 2 (12 EC) |
| Thesis preparation phase 1       |

- Journalism and the Media
# Your Master’s programme

<table>
<thead>
<tr>
<th>Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Block 1 (8 weeks)</strong></td>
<td><strong>Block 2 (8 weeks)</strong></td>
</tr>
<tr>
<td>Specialisation seminar 1 (12 EC)</td>
<td></td>
</tr>
<tr>
<td><strong>Specialisation seminar 2 (12 EC)</strong></td>
<td></td>
</tr>
<tr>
<td>Thesis preparation phase 1</td>
<td></td>
</tr>
</tbody>
</table>

- **Citizens and the Public Opinion**
Your Master’s programme

<table>
<thead>
<tr>
<th>Semester 1</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
<td>Block 2 (8 weeks)</td>
<td>Block 3 (4 weeks)</td>
</tr>
<tr>
<td>Specialisation seminar 1 (12 EC)</td>
<td></td>
<td>Research Methods Tailored to the Thesis (6 EC)</td>
</tr>
<tr>
<td>Specialisation seminar 2 (12 EC)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Thesis preparation phase 1**

- Prepare for the conduct of the individual Master's thesis.
- Write an initial thesis proposal
### Your Master’s programme

<table>
<thead>
<tr>
<th>Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
</tr>
<tr>
<td>Block 2 (8 weeks)</td>
</tr>
<tr>
<td>Block 3 (4 weeks)</td>
</tr>
<tr>
<td>Specialisation seminar 1 (12 EC)</td>
</tr>
<tr>
<td>Specialisation seminar 2 (12 EC)</td>
</tr>
<tr>
<td>Thesis preparation phase 1</td>
</tr>
<tr>
<td>Research Methods Tailored to the Thesis (6 EC)</td>
</tr>
</tbody>
</table>

- Content-analysis,
- Experimentation,
- Qualitative Research
- Survey Research
- Methods of Communication Science
- Research Design
- Data Analysis
- Writing a Methods & Results Section
Your Master’s programme

### Semester 1

<table>
<thead>
<tr>
<th></th>
<th>Block 1 (8 weeks)</th>
<th>Block 2 (8 weeks)</th>
<th>Block 3 (4 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialisation seminar 1</td>
<td>(12 EC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Specialisation seminar 2</td>
<td>(12 EC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thesis preparation phase</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Semester 2

<table>
<thead>
<tr>
<th></th>
<th>Block 1 (8 weeks)</th>
<th>Block 2 (8 weeks)</th>
<th>Block 3 (4 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective course (6 EC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elective course (6 EC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thesis preparation phase</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Research Methods Tailored to the Thesis (6 EC)

Thesis (18ECTS)
Your elective course choices*

- Brand Communication
- Brands and Organisations in Social Media
- Corporate Social Responsibility (CSR) Communication
- Digital Analytics
- How Journalism saves the World
- Media Strategies
- Persuasive Design in a Digital Era
- Organisations on the Web: Corporate Websites, Social Media and Webcare
- Persuasion and Resistance
- Political Marketing
- Psychology in Political Communication
- Sustainability Marketing and Communication
- The Blind Spot: Tracking Young Media Users

* Please note: elective offerings are subject to change each year!
How do I choose an elective?

• The course registration for Semester 2 (2018/2019) will take place in December.

• Extensive information about the electives is offered in the course catalogue.

• There will be an elective information event in November where lecturers provide all details on the content of their courses.
Last but not least…

• Keep yourself informed by reading up on the course registration instructions, which will appear online in November.

• Please note: registering for the electives is on a first come, first serve basis.
Please allow me to introduce…

Potential thesis supervisors/teachers/lecturers…
Claes de Vreese

- Communicating Europe (EMMA); supervision
- Public opinion, political journalism, framing, media effects
- Chair of Political Communication Group
Andreas Schuck

Courses:
• Communicating Europe
• Research Practice Seminar
• The Role of Emotions in PolCom
• Thesis supervision

Key words:
• Media effects,
• Emotions in political communication
• Campaign effects / elections
• Climate change communication
• Journalistic quality / quality of debate

Web sites / Twitter / mail
• [http://www.uva.nl/profiel/s/c/a.r.t.schuck/a.r.t.schuck.html](http://www.uva.nl/profiel/s/c/a.r.t.schuck/a.r.t.schuck.html)
• a.r.t.schuck@uva.nl
Alessandro Nai

Courses:
• Citizens and Public Opinion
• Political Marketing (elective)
• Thesis supervision

Key words:
• Political psychology
• Electoral campaigns
• Negative campaigning
• Persuasion and propaganda

Web sites / Twitter / mail
• www.alessandro-nai.com
• @alexnaisyd
• a.nai@uva.nl
Alyt Damstra

Courses:
• Thesis supervision

Key words:
• Media effects,
• Economic journalism
• Immigration news
• Political agenda-setting

Web sites / Twitter / mail
• [http://www.uva.nl/profiel/d/a/a.damstra/a.damstra.html](http://www.uva.nl/profiel/d/a/a.damstra/a.damstra.html)
• @DamstraAlyt
• A.Damstra@uva.nl
Bert Bakker

Courses:
• Psychology in Political Communication
• Thesis supervision

Key words:
• Personality in political communication
• Emotions in political communication

Web sites / Twitter / mail
• www.bertbakker.com
• @bnbakker
• B.n.bakker@uva.nl
Damian Trilling

Courses:
• Journalism and the Media (PolCom, S2B1&2)
• Innovating Journalism (EMMA S1B2)
• Big data and Automated Content Analysis Part I+II (RM, S2B1&2)
• Thesis supervision (RM)

Key words:
• News use
• Sharing and dissemination
• Computational methods

Web sites / Twitter / mail
• http://damiantrilling.net
• d.c.trilling@uva.nl
• @damian0604
Franziska Marquart

Courses:
• Thesis supervision
• Graduation project (Ba)

Key words:
• EUROPINIONS
• Experiments
• Media effects
• Visual communication
• Media Psychology

Web sites / Twitter / mail
• @FranziMarquart
Katjana Gattermann

Courses:
• Communicating Europe
• How Journalism Saves the World
• Thesis preparation

Key words:
• Personalization of politics
• Journalism
• Election campaigns
• Public opinion
• EU politics

Web sites / Twitter / mail
• [http://www.uva.nl/profiel/g/a/k.gattermann/k.gattermann.html](http://www.uva.nl/profiel/g/a/k.gattermann/k.gattermann.html)
• @KGattermann
• k.gattermann@uva.nl
Knut De Swert

- Journalism & the Media, TQM, Content analysis (RM)

- Cynical, arrogant, dismissive, offensive, demanding, unrealistic expectations.

- Television news, foreign news, (gender) bias, sensationalism, diversity on television.

- Always looking for coders (content analysis of news) → k.deswert@uva.nl
Lukas Otto

Courses:
• Citizens and the Public Opinion
• Thesis supervision

Key words:
• Media effects,
• emotions in political communication
• dynamics in political communication,
• hard & soft news

Web sites / Twitter / mail
• www.Lukasotto.com
• @luk_o
• L.p.otto@uva.nl
Mark Boukes

Courses:
• Journalism & The Media
• RMTT (experiment + coordination)
• Thesis supervision

Key words:
• Sleepness, but happy nights
• Infotainment: Political satire (Veni)
• Economic news: Coverage and Effects
• Journalism: news factors

Twitter / mail
• @MarkBoukes
• m.boukes@uva.nl
Michael Hameleers

Courses:
• Thesis supervision

Key words:
• Populism,
• (Dis)(mis)information
• Social identity
• Media effects
• Framing

Web sites / Twitter / mail
• @Hameleers_M
• M.hameleers@uva.nl
Penny Sheets Thibaut

Courses:
• Innovating Journalism (Mundus)
• Methods & Statistics Tailored to the Thesis (Mundus)
• Thesis supervision

Key words:
• Group identity & strategic communication
• News framing & foreign policy
• Media effects

Web sites / Twitter / mail
• https://www.uva.nl/profiel/s/h/p.h.sheets/p.h.sheets.html
• sheets@uva.nl
Rachid Azrout

Courses:
• Thesis supervision
• Substitution
• (And some courses in the bachelor and the research master)

Key words:
• Public opinion
• Framing
• Media effects
• EU, immigration, polarization, voting behaviour

Web site / mail
• http://www.uva.nl/profiel/a/z/r.azrout/r.azrout.html
• r.azrout@uva.nl
Ruud Wouters

Courses:
• How Journalism Saves the World (Ma);
• Political Communication & Journalism (Ba);

Key words:
• Media coverage of social movements & protest
• Media effects of social movements & protest
• Political participation
• Foreign news

Web sites / Twitter / other relevant information:
• r.j.wouters@uva.nl
Sanne Kruikemeier

Courses:
• Thesis supervision

Key words:
• Social Media
• (Online) news consumption
• Journalistic sourcing behavior
• Eye-tracking

Web sites / Twitter / mail
• Sannekruikemeier.wordpress.com
• @SKruikemeier
• S.Kruikemeier@uva.nl
Sjifra de Leeuw (PhD Researcher)

Courses:
• Methods of Communication Science and Statistics (workgroups)

Key words:
• Political communication
• Ideology and Democracy
• Quantitative Methods

Web sites / Twitter / mail
• http://www.uva.nl/en/profile/s.e.deleeuw
• @sjifradeleeuw
• S.E.deLeeuw@uva.nl
Tom Powell

Master courses:
• Psychology in Political Communication (semester 1)

Key words:
• Media effects;
• Visual/multimodal communication;
• Emotions in political communication
• Media war and conflict;
• Media Psychology/Neuroscience.

Web sites / Twitter / mail
• https://scholar.google.nl/citations?user=KNIUfNUAAAAJ&hl=en
• @eg_tp
• T.e.powell@uva.nl
Who else...?

- Marcel van Egmond
- Joost van Spanje
- Rens Vliegenthart
- Erika van Elsas
- Laura Jacobs
- Wouter de Nooy
- Franziska Marquart
- Matthijs Elenbaas
- Jasper van de Pol
Who else...?

- Anna Brosius
- Tom Dobber
- Lisanne Wichgers
- Robin Tschötschel
- Edina Strikovic
- Susan Vermeer
Important sources of information

- SIS.uva.nl (student information system)
  - To check your course registration

- Schedule: Courses – when and where?
  - rooster.uva.nl
  - mytimetable.uva.nl (same, just English URL)

- Course information: Chosing your electives
  - studiegids.uva.nl
Important sources of information

- Canvas: For all information about your courses
  - https://canvas.uva.nl
- Does this work for everybody yet?
- Communication by teachers; course manuals, etc.
Important sources of information

- Library of UvA:  
  - http://uba.uva.nl/

- Social media:  
  - https://www.facebook.com/cwuva/  
  - https://twitter.com/uvacomscience  
  - Instagram: uvacomscience  
  - student.uva.nl/mcs (less social)
Important sources of information

- Center for Politics and Communication:
  - www.polcomm.org

- Staff websites and blogs:
  - e.g.: https://claesdevreese.wordpress.com/
  - http://stukroodvlees.nl/
  - Follow us on Twitter: @polcomm
Career prospects

Some examples:

- Researcher at commercial (e.g., Publistat) or non-commercial media research agency (Dutch media authority)
- Market researcher
- Trainee at the European Commission
- Journalist
- P.A. of Member of Parliament
- (Political) (communication) consultant
- Campaign strategist
- Project & Communications Assistant
- Press officer, spokesperson & PR
- Marketing, Communication & PR
- PhD candidate
Liselotte Pelle
Introduction day:

Master: Political Communication and Journalism

Center for Politics and Communication