Introduction day:

Master: Political Communication and Journalism

September 1, 2016
Amsterdam
Overview

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

Core Concepts are....

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

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

- **Journalism and the Media**
- Lecturers: Penny Sheets & Tom Powell
# Your Master’s programme

<table>
<thead>
<tr>
<th>Semester 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1 (8 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>
</tbody>
</table>

**Citizens and Public Opinion**

Lecturers: Judith Müller & Jasper van de Pol
# Your Master’s programme

## Semester 1

<table>
<thead>
<tr>
<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 (12 EC)</td>
<td>Specialisation seminar 2 (12 EC)</td>
<td>Research Methods Tailored to the Thesis (6 EC)</td>
</tr>
</tbody>
</table>

## Thesis preparation phase 1

- Lecturer: Andreas Schuck
- 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>
<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 (12 EC)</td>
<td></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>
<td></td>
</tr>
<tr>
<td>Thesis preparation phase 1</td>
<td></td>
<td></td>
<td></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>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 (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>
<tr>
<td>Thesis preparation phase 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Semester 2

<table>
<thead>
<tr>
<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>
</tr>
<tr>
<td>Elective course (6 EC)</td>
<td></td>
<td>Thesis (18ECTS)</td>
</tr>
<tr>
<td>Thesis preparation phase 2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Your Master’s programme

- Electives of PC&J:
  - Political Marketing
  - Psychology in Political Communication
  - How Journalism saves the World

<table>
<thead>
<tr>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
</tr>
<tr>
<td>Elective course (6 EC)</td>
</tr>
<tr>
<td>Elective course (6 EC)</td>
</tr>
<tr>
<td>Thesis preparation phase 2</td>
</tr>
</tbody>
</table>
Examples of elective course choices*

- Brand Communication
- Brands and Organisations in Social Media
- Digital Analytics
- Digital Media Lifestyles
- **How Journalism saves the World**
- Media Strategies
- Persuasive Design in a Digital Era
- Organisations on the Web: Corporate Websites, Social Media and Webcare
- Organisational Behaviour and Communication
- Persuasion and Resistance
- **Political Marketing**
- Public Relations, Media and Public
- **Psychology in Political 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 (2017/2018) will take place in December

• Extensive information about the electives is offered in the course catalogue (studiegids.uva.nl)

• 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 May.

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

Potential thesis supervisors
Claes de Vreese

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

Course:
Thesis preparations groups

Key words:
Political campaigns, EU elections and referenda, media coverage of political conflicts, quality of political journalism, role of emotions in political communication, climate change and environmental communication
Andreas Goldberg

**Course:** Survey Design (RM)

**Key words:** political behaviour (elections, turnout, etc.), European Union, political attitudes, survey research

**Website:** https://andreascgoldberg.com/
**Twitter:** @andigole
Michael Hameleers

Course: Master theses

Key words: Populism, framing, political polarization, social identity

@Hameleers_M
Damian Trilling

Course:
- Big Data and Automated Content Analysis (RM)
- Journalistic Product (EMMA)
- Media Ethics (MOOC)

Key words: news media use, news dissemination, computational methods

personal page / twitter: www.damiantrilling.net @damian0604
Mark Boukes

Courses:
• Journalism & the Media
• Research Methods Tailored to the Thesis: Experiment
• MA thesis supervision

Key words:
• Infotainment (incl. political satire)
• Journalism
• Economic news
• Public opinion

Possibly: @MarkBoukes
Knut De Swert

• TQM
• Content analysis (BA/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
Rachid Azrout

Courses:
Research Methods Tailored to the Thesis (Survey)
Guest lecture in Communicating Europe
MA thesis supervision

Key words:
EU, immigration, polarization, public opinion, framing, media effects
Tom Powell

Course:
• Psychology in Political Communication (S2)
• Journalism & the Media (S2)
• Thesis supervisions!

Key words:
• Visual media effects
• Political psychology & neuroscience
• Media in war and conflict

personal page / twitter: @eg_tp
Penny Sheets Thibaut

Courses:
• Journalism & Media
• RMTT
• Thesis supervision

Key words:
Group identity, national identity, foreign policy, military conflict, news framing, media effects

Other relevant information:
Sorry I can’t be there today! (Thursday is my “mama-day” home with 2 tiny rascals.)
Sanne Kruikemeier

Course: Mostly in the bachelor (introduction communication science, graduation project bachelor), but thesis supervision in the master

Key words: Online communication, online news consumption, online political advertising, social media, online journalism (sourcing practices).

personal page / twitter: @SKruikemeier
sannekruijikemeier.wordpress.com
Kennislink – Faces of Science
Bert Bakker

Courses: none (at Temple University for the year)

Key words: Role of emotions and personality in political communication

Web sites / Twitter / other relevant information:
@bnbakker
www.bertbakker.com
Name

Courses: Citizen, Public Opinion

Key words: Media effects, Political participation and learning, algorithms & filter bubbles

Web sites / Twitter / other relevant information: @judith_moeller
Personalised-communication.net
Lukas Otto

Courses:
• Graduation Project (Bachelor)
• Master thesis

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

Web sites / Twitter / mail
• @luk_o
• L.p.otto@uva.nl
Dr Katjana Gattermann

Course: (If applicable) What courses in the master programme do you teach?
• How Journalism Saves the World
• Research Methods (Content Analysis)

Key words: research interests
Personalization of politics, EU, elections, political behaviour, public opinion, content analysis, surveys

Personal page / twitter:
@KGattermann
katjanagattermann@wordpress.com
Jasper van de Pol

**Teaching:**
- Citizens & public opinion
- Thesis supervision

**Research:** Voting advice applications, public opinion

Twitter: [@jaspervdp](https://twitter.com/jaspervdp)
Linda Bos

Courses: Thesis supervision

Key words: Populism, Media Effects, Media Use, Methods

@LindaBos80
Name

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

Courses:
Political Marketing
(MA Elective, S2B1)

Key words:
Campaign effects, political psychology, negative campaigning, personality

Web sites / Twitter / other relevant information:
www.alessandro-nai.com
@alexnaisyd
Marjolein Moorman

Course: political marketing (elective)

Key words: political brands, political advertising, campaigns

www.marjoleinmoorman.nl
@marjoleinmoor
Who’s left?

- Marcel van Egmond
- Joost van Spanje
- Rens Vliegenthart
- Erika van Elsas
- Laura Jacobs
- Wouter de Nooy
- Franziska Marquart
- Matthijs Elenbaas
Who’s left?

- Anna Brosiues
- Alyt Damstra
- Tom Dobber
- Lisanne Wichgers
- Robin Tschötschel
- Sjifra de Leeuw
- Edina Strikovic
Cohort Manager

“no more top-down activities organised by lecturers, but getting students themselves to participate in the group.”
Important sources of information

- SIS.uva.nl (student information system)
  - To check your course registration (not blackboard!)

- 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

- Blackboard: For all information about your courses
  - [blackboard.uva.nl](http://blackboard.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/](http://uba.uva.nl/)

- Social media:
  - [https://www.facebook.com/cwuva/](https://www.facebook.com/cwuva/)
  - [https://twitter.com/uvacomscience](https://twitter.com/uvacomscience)
  - Instagram: uvacomscience
  - [student.uva.nl/mcs (less social)](student.uva.nl/mcs)
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
- P.A. of Member of Parliament
- (Political) (communication) consultant
- Project & Communications Assistant
- Press officer, spokesperson & PR
- Campaign strategist
- Marketing, Communication & PR
- PhD candidate
Alumnus: Wouter Kokx
Good luck, enjoy, and feel free to contact us!
Introduction day:

Master: Political Communication and Journalism