Introduction day:

Master: Political Communication and Journalism
Overview

- Study program
- Courses
  - Semester 1
  - Semester 2
- Staff introduction
- Important sources
- 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>
</tr>
</thead>
<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
</tr>
<tr>
<td>Specialisation seminar 1 (12 EC)</td>
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• Journalism and the Media
# Your Master’s programme

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

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**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>
<th>Block 2 (8 weeks)</th>
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</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**

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**Semester 2**

<table>
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<tr>
<th>Block 1 (8 weeks)</th>
<th>Block 2 (8 weeks)</th>
<th>Block 3 (4 weeks)</th>
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</thead>
<tbody>
<tr>
<td>Elective course (6 EC)</td>
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<tr>
<td>Elective course (6 EC)</td>
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<td>Thesis (18ECTS)</td>
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<tr>
<td>Thesis preparation phase 2</td>
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</tbody>
</table>
# Your elective course choices

*subject to changes*

<table>
<thead>
<tr>
<th>Mandatory electives</th>
<th>Sem. 1</th>
<th>Sem. 2</th>
<th>EC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Communication</td>
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<tr>
<td>Digital Analytics</td>
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<tr>
<td>Digital Media Lifestyles</td>
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<tr>
<td>How Journalism saves the World</td>
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<tr>
<td>Media Strategies</td>
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<td></td>
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</tr>
<tr>
<td>Organisational Behaviour and Communication</td>
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<td></td>
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<tr>
<td>Persuasion and Resistance</td>
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<tr>
<td>Persuasive Design in a Digital Era</td>
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<tr>
<td>Psychology in Political Communication</td>
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<tr>
<td>Public Relations, Media and Public</td>
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<tr>
<td>The Blind Spot: Tracking Young Media Users</td>
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<tr>
<td>Brands and Organisations in Social Media</td>
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<tr>
<td>Corporate Social Responsibility (CSR) Communication</td>
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<tr>
<td>Organisations on the Web: Corporate Websites, Social Media and Webcare</td>
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<td>6</td>
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<tr>
<td>Political Marketing</td>
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<tr>
<td>Sustainability Marketing and Communication</td>
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<td>6</td>
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</tbody>
</table>
How do I choose an elective?

• The course registration will take place before the summer

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

• You can choose from all tracks
Last but not least…

• Keep yourself informed by reading up on the course registration instructions

• 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
• a.r.t.schuck@uva.nl
Alessandro Nai

Courses:
• Political Marketing (elective)
• Journalistic product
• 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
• @DamstraAlyt
• A.Damstra@uva.nl
Judith Möller

Courses:
• Thesis supervision
• Citizen Public Opinion

Key words:
• Media effects,
• Emerging Technologies
• AI/ algorithms
• Youth and politics

Web sites / Twitter / mail
http://www.uva.nl/en/profile/m/o/j.e.moller1/j.e.moller.html
• @judith_moeller
• j.moller@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
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

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

Web sites / Twitter / mail
• @FranziMarquart
• f.marquart@uva.nl
Katjana Gattermann

Courses:
• Communicating Europe (EMMA)
• 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
• @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
Laura Jacobs

Courses
● Thesis supervision

Key words
● Anti-immigration parties & attitudes
● Media effects
● Experiments & content analysis
● Public broadcasting news

Websites / Twitter / Mail
@LCJacobs89
l.c.n.jacobs@uva.nl
Lukas Otto

Courses:
• Bachelor (Graduation Project)
• 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 (semester 1)
• RMTT (experiment + coordination)
• Thesis supervision

Key words:
• Infotainment: e.g., 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
Courses:
• Thesis supervision

Key words:
• Voting behavior
• Media effects
• Political participation
• Election campaigns
• Youth and politics

Web sites / Twitter / mail
• http://www.uva.nl/profiel/g/e/s.geers/s.geers.html
• S.Geers@uva.nl
Penny Sheets Thibaut

Courses:
• Journalism & the Media
• Thesis supervision
• (and several courses in the bachelor and the Mundus master programme)

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
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
Andreas Goldberg

Courses:
• Survey Design (RM)

Key words:
• EU attitudes (Europinions)
• campaign effects
• electoral behaviour
• survey research

Web sites / Twitter / mail
• www.andreascgoldberg.com
• @andigole
• A.C.Goldberg@uva.nl
Sjifra de Leeuw

Courses:
• Methods of Communication Science and Statistics
• Qualitative Methods
• Statistical Modeling

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

Web sites / Twitter / mail
• [http://www.uva.nl/en/profile/s.e.deleeuw](http://www.uva.nl/en/profile/s.e.deleeuw)
• @sjifradeleeuw
• S.E.deLeeuw@uva.nl
Linda Bos

Courses:
- Citizens & Public Opinion
- Thesis supervision

Key words:
- Populism
- Party communication
- Electoral behaviour
- Media effects

More info:
- http://www.uva.nl/profiel/b/o/l.bos/l.bos.html
- https://twitter.com/LindaBos80
- l.bos@uva.nl
Who else...?

- Marcel van Egmond
- Joost van Spanje
- Rens Vliegenthart
- Erika van Elsas
- Wouter de Nooy
- 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
  - studieguides.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/](http://uba.uva.nl/)

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

- Center for Politics and Communication:
  - [www.polcomm.org](http://www.polcomm.org)

- Staff websites and blogs:
  - [e.g.: https://claesdevreese.wordpress.com/](https://claesdevreese.wordpress.com/)
  - [http://stukroodvlees.nl/](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
Drinks!

Drinks at Café de Roeter 15.00 – 17.00

(leave building, turn left, turn left again, 100 m later on the right side)
Introduction day:

Master: Political Communication and Journalism