Introduction day:

Master: Political Communication and Journalism
Overview

- Study program
- Courses
  - Semester 1
  - Semester 2
- Staff introduction
- Important sources
Political Communication

- Media
- Politicians
- Citizens
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>
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<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
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<tr>
<td>Specialisation seminar 1 (12 EC)</td>
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Your Master’s programme

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<td>Research Methods Tailored to the Thesis (6 EC)</td>
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• Journalism and the Media
## Your Master’s programme

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- **Citizens and Public Opinion**
Political Communication

- Journalism and the Media
- Citizens and Public Opinion
- Politicians
- Media
- Citizens

- Feedback loop: Media -> Citizens -> Media
- Feedback loop: Citizens -> Politicians -> Citizens
- Feedback loop: Politicians -> Journalism and the Media -> Politicians
### 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

### Semester 1

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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Block 1 (8 weeks)</td>
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<tr>
<td>Specialisation seminar 1 (12 EC)</td>
<td><strong>Elective course (6 EC)</strong></td>
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<td>Specialisation seminar 2 (12 EC)</td>
<td>Research Methods Tailored to the Thesis (6 EC)</td>
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<tr>
<td>Thesis preparation phase 1</td>
<td>Thesis preparation phase 2</td>
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# Your elective course choices

* subject to changes

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<thead>
<tr>
<th>Restricted-choice electives</th>
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<tbody>
<tr>
<td>Brand Communication</td>
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<tr>
<td>Digital Analytics</td>
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<td>Digital Media Lifestyles</td>
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<td>Investigative Journalism</td>
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<td>Media Strategies</td>
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<td>Organisational Behaviour and Communication</td>
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<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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<td>Public Relations, Media and Public</td>
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<td>The Blind Spot: Tracking Media Users</td>
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<tr>
<td>Data Journalism</td>
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<td>Brands and Organisations in Social Media</td>
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<td>Corporate Social Responsibility (CSR) Communication</td>
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<td>Emerging Tech in Communication Science</td>
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<td>Organizations on the Web: the Interaction between Humans and Technology</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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</table>
How do I choose an elective?

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

• Keep yourself informed by reading up on the course registration instructions
  ○ The course registration will take place in December
  ○ 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

Courses:
• Communicating Europe
• supervision

Key words:
• Chair PCJ
• political journalism
• framing and media effects
• data and democracy

Web sites / Twitter / mail
• @claesdevreese
• c.h.devreese@uva.nl
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:
• Citizens & Public Opinion (S1)
• US elections (elective, S1)
• Political Marketing (elective, S2)
• Thesis supervision

Key words:
• Negative campaigning
• Electoral communication & voting
• Political psychology
• Personality of politicians

Web sites / Twitter / mail
• www.alessandro-nai.com
• @alessandro_nai
• a.nai@uva.nl
Judith Möller

Courses:
• Thesis supervision (TQM)
• Citizen Public Opinion (second semester)

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
Damian Trilling

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

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

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

Courses:
• Psychology in Political Communication
• Experimentation in Social Sciences (RM)
• Thesis supervision

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

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

Join our online Hot Politics Lab meetings. Friday’s from 15.00-16.00
Katjana Gattermann

Courses:
• Thesis preparation
• Communicating Europe
• Investigative Journalism
• The Misinformation Crisis

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

Web sites / Twitter / mail
• @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.

No ‘social’ media → k.deswert@uva.nl
Lukas Otto

Courses:
• CPO (S1)
• Thesis supervision

Key words:
• Media effects (incivility)
• emotions in political communication
• Methods (longitudinal data, mobile experience sampling, experimental designs, country-comparison)

Web sites / Twitter / mail
• www.lukasotto.com
• @luk_o
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
• Looking for coders.

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

Courses:
• Thesis supervision; Qualitative Analysis of Media Content (RM)

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

Web sites / Twitter / mail
• @Hameleers_M
• M.hameleers@uva.nl
• https://www.uva.nl/profiel/h/a/m.hameleers/m.hameleers.html
Penny Sheets Thibaut

courses:
• journalism & the media
• data journalism elective
• 2020 U.S. presidential elections elective
• thesis supervision
• (+ several courses in the bachelor and the Mundus master programme)

key words:
• group identity & (strategic) news framing
• press-state relations
• media effects

twitter / mail
• @pst_uva
• sheets@uva.nl
Rachid Azrout

Courses:
• Thesis supervision
• (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:
• Thesis supervision
• Survey Design (RM)
• Research Practice Seminar

Key words:
• EU attitudes
• 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
• Extremism and Democracy
• Quantitative Methods (incl. Bayesian!)

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

Teaching:
- Citizens & Public Opinion (S2)
- Thesis supervision
- Member of the Thesis Quality Committee

Keywords:
- Populist political communication
- Campaigns & Electoral behaviour
- Morality and political intolerance

Web sites / Twitter / mail
- @LindaBos80
- l.bos@uva.nl
Jakob Ohme

Courses:
Thesis Supervision

Key words:
- Social media news consumption
- Political behavior and citizenship
- Mobile media
- Digital research methods

Web sites / Twitter / mail
j.ohme@uva.nl
@dscheykopp
http://www.digicomlab.eu/research/mobile-communication/
Tom Dobber

Courses:
Thesis supervision

Key words:
• Political microtargeting
• Deepfake disinformation
• Political pledges

Twitter / mail
@TomDobber
@t.dobber@uva.nl
Eric Tsetsi

Courses:
- Thesis supervision
- Journalistic Product (S2B3)

Key words:
- Communication Technologies
- Political Communication
- Media Effects
- Polarization
- Digital Divide

Twitter / mail
@erictsetsi
e.l.tsetsi@uva.nl
Lisanne Wichgers

Courses
● Thesis supervision
● RMTT Content analysis
● (and several courses in the bachelor)

Key words
● Anti-immigration parties & attitudes
● Public opinion
● Framing
● Experiments

Twitter / mail
@lisannewichgers
l.g.wichgers@uva.nl
Who else...?

- Marcel van Egmond
- Joost van Spanje
- Wouter de Nooy
- Matthijs Elenbaas
Who else...?

- Anna Brosius
- 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: Choosing 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
  - Twitter: UvA_ASCoR
Important sources of information

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

Master: Political Communication and Journalism