Introduction day:

Master: Political Communication and Journalism
Overview

Study program
Courses
  Semester 1
  Semester 2
Staff introduction
Important sources
Alumna: Nori Messchaert
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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• Journalism and the Media
Your Master’s programme

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• Citizens and Public Opinion
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**Thesis preparation phase 1**

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

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Your elective course choices*

*Restricted-choice electives*

- Brand Communication
- Digital Analytics
- Digital Media Lifestyles
- Investigative Journalism
- Media Strategies
- Organisational Behaviour and Communication
- Persuasion and Resistance
- Persuasive Design in a Digital Era
- Psychology in Political Communication
- Public Relations, Media and Public
- The Blind Spot: Tracking Media Users
- Data Journalism
- Brands and Organisations in Social Media
- Corporate Social Responsibility (CSR) Communication
- Emerging Tech in Communication Science
- Organizations on the Web: the Interaction between Humans and Technology
- Political Marketing
- Sustainability Marketing and Communication

*subject to changes*
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 June
  ○ 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
Alyt Damstra

Courses:
• MCRS & 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
Alessandro Nai

Courses:
• Citizens & Public Opinion (S1)
• Political Marketing (elective, S2)
• Journalistic product
• Thesis supervision

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

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)
• Domainmodule PolCom (BA, S1B2)

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
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 meetings at the Hot Politics Lab
Friday’s from 15.00-17.00
Katjana Gattermann

Courses:
• Thesis preparation

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
Laura Jacobs

Courses
- Thesis supervision
- RMTT (Survey)

Key words
- Anti-immigration parties & attitudes
- News representation of minorities
- Media effects
- Experiments & content analysis
- Public broadcasting news

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

Courses:
• CPO (S1)
• Political Marketing (S2)
• Thesis supervision

Key words:
• Media effects (hard & soft news, incivility, personalization)
• 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. elections elective, hopefully)
• thesis supervision
• (+ several courses in the bachelor and the Mundus master programme)

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

not-heavily-used-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
• Sannekruiikemeier.wordpress.com
• @SKruikemeier
• S.Kruikemeier@uva.nl
Andreas Goldberg

Courses:
• Survey Design (RM)
• Thesis supervision

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
- 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
- Thesis supervision
- Member of the Thesis Quality Committee

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

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

Courses:
Investigative Journalism (MA)

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
Who else...?

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

• Anna Brosius
• 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: Choosing 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/
Instagram: uvacomscience
Twitter: UvA_ASCoR
Important sources of information

Center for Politics and Communication:

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
Ask an alumna

Nori Messchaert

Online advisor @ Ministry of Justice and Security
Introduction day:

Master:
Political Communication
and Journalism