Political Communication in International Comparison (WS 2017/8)

**Time:** Thursdays—11:45 to 13:15  
**Language:** English  
**Place:** C-C 421  
**Start:** October 26, 2017  
**Office Hours:** By appointment

**Description:** Political Communication is one of the central research topics in political and communication science. During the course of this seminar students will be familiarized with central concepts of political communication. We will also discuss measurement strategies of potential effects of political communication through surveys. We will focus especially on analyzing political communication in international comparison.

Students will be expected to give an oral presentation and hand in a written paper. In the paper, they will develop theory-driven research question and an appropriate operationalization and a strategy for data collection and analysis.

**Level:** Create—Students are expected to develop theory-driven research questions and develop appropriate operationalization. In selected cases they can also perform data analyses focusing on their research questions.

**ECTS-Points:**  
6 ECTS

**Requirements:**  
1. Regular and active participation.

2. Presentation  
   • You will be asked to present a research paper assigned to you during the first session of the course.  
   • For this, please present the research question, concepts in use, case, analytical approach, and findings of the paper assigned to you.  
   • This presentation will take approximately 10-15 minutes and will be followed by a quick round of feedback from the other participants.  
   • Please prepare a slide deck in support of your presentation, using a given presentation program of your choice (i.e. PowerPoint or Keynote). Word to the wise, do yourself a favor and do not use Prezi.  
   • Please prepare a short (approx. 1 page) handout with the major points of your presentation.
3. Paper
   
   - Following the course, you will be asked to write a short paper on a topic discussed in the course.
   - The aim of this paper is for you to demonstrate that you are able to independently apply and adapt the concepts, theories, and analytical techniques encountered during the course in the context of a specific research question developed by you.
   - Paper: Font—Times New Roman, 12pt; Line-separation—1.5; Page borders—2.5 cm left and right, 2cm above and below; Page set—Block; The first line of each paragraph is indented.
   - Citation Style: Please follow the citation convention of the American Political Science Review (APSR) as given here http://www.apsanet.org/APSR-Submission-Guidelines-August-2016
   - Cover page: University, department, course title, paper title, name, Matriknr., semester count, study program, and e-mail-address.
   - Length: ca. 4000 words +10%
   - Deadline: Please return the paper on the date specified by the department (BA: 31. March; MA: 15. April) electronically at andreas.jungherr@gmail.com and by hardcopy with Karin Becker (Raum Y 302). The date is mandatory and can only be extended in case of officially certified illness.
Syllabus

Background Readings:

Social Science:

Political Communication:

Comparative Political Communication:

Quantitative Methods:

Presenting:
Writing:

- Basbøll, Thomas. *Inframethodology: A Weblog Devoted to the Underlying Craft of Research.* http://blog.cbs.dk/inframethodology/
Session Plan

Session 1: Introduction
October 23, 2017 Thursday—11:45 to 13:15

Structures

Session 2: The Contemporary Information Environment/Ecology
November 2, 2017 Thursday—11:45 to 13:15

Session 3: Patterns in Contemporary News Use
November 9, 2017 Thursday—11:45 to 13:15

Session 4: The Multi-Step Flow of Communication/Information Diffusion
November 16, 2017 Thursday—11:45 to 13:15

Session 5: Media Frames
November 30, 2017 Thursday—11:45 to 13:15

Psychological Foundations

Session 6: Uses & Gratifications
December 7, 2017 Thursday—11:45 to 13:15

Session 7: Selective Exposure
December 14, 2017 Thursday—11:45 to 13:15

Session 8: Dual Processing Models of Cognition
December 21, 2017 Thursday—11:45 to 13:15

Session 9: Motivated Reasoning
January 11, 2017 Thursday—11:45 to 13:15

Media Effects

Session 10: Agenda Setting
January 18, 2017 Thursday—11:45 to 13:15

Session 11: Framing Effects
January 25, 2017 Thursday—11:45 to 13:15

Session 12: Political Knowledge
February 1, 2017 Thursday—11:45 to 13:15

Practices

Session 13: Media Hacking
February 8, 2017 Thursday—11:45 to 13:15

Session 14: Discussion of Open Questions and Paper
February 15, 2017 Thursday—11:45 to 13:15
Detailed Session Plan and Readings

Session 1: Introduction

Session 2: The Contemporary Information Environment/Ecology

Required Readings:

Background Readings:

Session 3: Patterns in Contemporary News Use

Required Readings:

Background Readings:

Presentations:

Session 4: The Multi-Step Flow of Communication/Information Diffusion

Required Readings:

Background Readings:
• Easley, David, and Jon Kleinberg. 2010. *Networks Crowds and Markets: Reasoning about a Highly Connected World*. Cambridge: Cambridge UP.

**Presentations:**

**Session 5: Media Frames**

**Required Readings:**

**Background Readings:**

**Presentations:**

**Session 6: Uses & Gratifications**

**Required Readings:**

**Background Readings:**

**Presentations:**

**Session 7: Selective Exposure**

**Required Readings:**

**Background Readings:**

Presentations:

Session 8: Dual Processing Models of Cognition

Required Readings:

Background Readings:

Presentations:

Session 9: Motivated Reasoning

Required Readings:

Background Readings:

Presentations:
Session 10: Agenda Setting

Required Readings:

Background Readings:

Presentations:

Session 11: Framing Effects

Required Readings:

Background Readings:

Presentations:
Session 12: Political Knowledge

Required Readings:

Background Readings:

Presentations:

Session 13: Media Hacking

Required Readings:

Background Readings:

Presentations:

Session 15: Discussion of Open Questions and Paper

Required Readings: