Topic List – Master Exam

Prof. Dr. Sophie Lecheler

PLEASE NOTE:

• Please choose any two topics within the following list of texts for your exam.

• You may combine any two topics you like, but you are not permitted to choose texts that align with the topic of your Master’s thesis (e.g., if you conducted an experimental study in your thesis, you cannot choose topic D.1.)

• There is no need to find additional literature, the exam will cover only the texts listed in this list.

• All texts are available online through the University of Vienna library.

• To enroll for the exam with Prof. Lecheler as a second examiner, please send an email to sophie.lecheler@univie.ac.at as well as to Miss Dana Grohs dana.grohs@univie.ac.at. Please indicate which topics you choose for your exam in this email, as well as the topic of your Master’s thesis.
Discipline A: Political Communication

Topic 1: Emotions in Political Communication Research


Topic 2: Normativity in Political Communication Research


Topic 3: Incivility in Political Discourse


Topic 4: Political Communication and the EU


Discipline B: Journalism Studies

Topic 1: The Relationship between Politics, PR, and Journalists


**Topic 2: Digital Sources and Journalistic Production**


Tylor, J (2015). An examination of how student journalists seek information and evaluate online sources during the newsgathering process. New Media & Society 17(8), 1277–1298.

**Topic 3: Digital Media and Election Campaigns**


**Discipline C: Media Effects**

**Topic 1: Media Effect Paradigms**


**Topic 2: Framing Effects**


**Topic 3: Agenda Setting**


**Discipline D: Quantitative Methods in Communication Research**

**Topic 1: Experimental Research**


**Topic 2: Measuring Emotions**


**Topic 3: Moderator- and Mediation-analysis**


**Topic 4: Innovative Research Methods**


