



GMaC-Lunch: "Uses of elements of personalization and strategic frames in newspaper coverage of two Chilean presidential campaigns (1989-2009)", English lecture by Prof. Dr. William Porath, January 29, 1:30 - 3 p.m.

Lecture & discussion by Prof. Porath from the Pontificia Universidad Católica in Santiago de Chile. Prof. Porath is guest researcher at the Institut für Journalistik und Kommunikationswissenschaft / Erasmus Mundus Master programme. The discussion will be facilitated by Dr. Kathrin Voss, communication consultant.

Where?

Graduate School Media and Communication, speakersroom, ground floor, Mittelweg 177, 20148 Hamburg

When?

Tuesday 29.1.2013, 1:30 - 3 p.m.

What?

Prof. Porath has researched two political campaigns in Chile. He compared two national reference newspapers and two tabloids, in two periods: the first election after Pinochet's authoritarian regime in 1989, and the most recent one, 20 years later (2009), to confirm whether the use of elements of personalization and strategic frame has increased in the Chilean press. In the session Prof. Porath will discuss his findings.

Participation is free, please register by sending an email to: anke.timmann@uni-hamburg.de, latest Friday January 25. Light lunch and soft drinks will be provided for a small service charge.