Department of Government & Public Policy PGT Programmes

Contents

Welcome to the Department of Government & Public Policy

Welcome to Strathclyde and to the MSc in Political Communication & Media.

We're genuinely excited to have you join us this January. This programme was designed for students and budding researchers who care deeply about how political ideas travel, who shapes them, and how they influence the world we live in. If you're curious about why some messages take hold while others fade, how technology is transforming public debate, or how campaigns, journalists and citizens interact in increasingly complex ways, you're in the right place!

Over the coming months, we'll challenge you to think critically, experiment with new ways of understanding communication, and sharpen the tools you'll need to navigate a rapidly evolving political media landscape. We aspire to have lively discussions, and active engagement.

Our aim is not simply to teach you *about* political communication, but to help you become someone who can analyse it, interpret it, and ultimately influence it.

We're looking forward to getting to know you, learning from your experiences, and seeing where this journey takes you.

Welcome aboard.

Max Gallop & Heinz Brandenburg

Induction Event Details

Your induction event will be led by Dr Max Gallop

This induction event provides a broad overview of the course and how the MSc works at Strathclyde. We will also cover note-taking, research, and writing skills, as well as how to avoid plagiarism and use the library effectively. Additionally, we will provide core career information to help you get started.

INDUCTION EVENT DETAILS

DATE: 13th January 2026

TIME: 10:30am

LOCATION: Lord Hope 304

Key Dates

For a list of University key dates, please visit our website.

Welcome week: 12 January 2026

Course start date: 19 January 2026

Semester 2 start date: 14 September 2026

Each class has its own set of assessments and submission dates, these will be made available online via MyPlace.

Contact Details

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Programme details

MSc Political Communication & Media

Reading list (Recommended Reading)

- Bora, A., 2024. Digital Media Dynamics: Ethical Challenges and Accountability in the Information Age. International Journal of Law Management & Humanities, 7(4).
- Chadwick, Andrew. 2013. The Hybrid Media System: Politics and Power. New York: Oxford University Press
- Clawson, R.A. and Oxley, Z.M., 2020. Public opinion: Democratic ideals, democratic practice. CQ Press.
- Grossman, G., Margalit, Y. and Mitts, T., 2022. How the ultrarich use media ownership as a political investment. The Journal of Politics, 84(4), pp.1913-1931.
- Hallin, Daniel C., and Paolo Mancini (eds.). 2012. Comparing Media Systems Beyond the Western World. New York: Cambridge University Press
- Hallin, Daniel C., and Paolo Mancini. 2004. Comparing Media Systems. Three Models of Media and Politics. New York: Cambridge University Press
- Kenski, K., and K. Hall Jamieson (eds), 2017, The Oxford Handbook of Political Communication, Oxford Handbooks (online edn, Oxford Academic, https://doi-org.proxy.lib.strath.ac.uk/10.1093/oxfordhb/9780199793471.001.0001
- Kubin, E. and Von Sikorski, C., 2021. The role of (social) media in political polarization: a systematic review. Annals of the International Communication Association, 45(3), pp.188-206.
- Larsen, E.G. and Fazekas, Z., 2020. Transforming stability into change: How the media select and report opinion polls. The International Journal of Press/Politics, 25(1), pp.115-134.
- McNair, B., 2017, An Introduction to Political Communication, London: Routledge https://www.taylorfrancis.com/books/mono/10.4324/9781315750293/introduction-political-communication-brian-mcnair-brian-mcnair
- Persily N., and Tucker J.A., eds., 2020, Social Media and Democracy: The State of the Field, Prospects for Reform. Cambridge University Press
- Pfetsch, Barbara, ed. 2014. Political Communication Cultures in Europe : Attitudes of Political Actors and Journalists in Nine Countries. Houndmills, Basingstoke, Hampshire ; New York, NY: Palgrave Macmillan.
- Rodrigo-Ginés, F.J., Carrillo-de-Albornoz, J. and Plaza, L., 2024. A systematic review on media bias detection: What is media bias, how it is expressed, and how to detect it. Expert Systems with Applications, 237, p.121641.
- Ross Arguedas, A., Robertson, C., Fletcher, R. and Nielsen, R., 2022. Echo chambers, filter bubbles, and polarisation: A literature review. https://ora.ox.ac.uk/objects/uuid:6e357e97-7b16-450a-a827-a92c93729a08/files/rzw12z639q
- Saurwein, F. and Spencer-Smith, C., 2020. Combating disinformation on social media: Multilevel governance and distributed accountability in Europe. Digital journalism, 8(6), pp.820-841.
- Steppat, D., Castro Herrero, L. and Esser, F., 2022. Selective exposure in different political information environments–How media fragmentation and polarization shape congruent news use. European Journal of Communication, 37(1), pp.82-102.
- Strömbäck, J., Tsfati, Y., Boomgaarden, H., Damstra, A., Lindgren, E., Vliegenthart, R. and Lindholm, T., 2020. News media trust and its impact on media use: Toward a framework for future research. Annals of the International Communication Association, 44(2), pp.139-156.
- Terren, L.T.L. and Borge-Bravo, R.B.B.R., 2021. Echo chambers on social media: A systematic review of the literature. Review of Communication Research, 9.

- Wasow, O., 2020. Agenda seeding: How 1960s black protests moved elites, public opinion and voting. American Political Science Review, 114(3), pp.638-659.
- Wilson, A.E., Parker, V.A. and Feinberg, M., 2020. Polarization in the contemporary political and media landscape. Current Opinion in Behavioral Sciences, 34, pp.223-228.
- Zaller, J., 1992. The nature and origins of mass opinion. Cambridge University.
- Zhuravskaya, E., Petrova, M. and Enikolopov, R., 2020. Political effects of the internet and social media. Annual review of economics, 12(1), pp.415-438.

Compulsory Modules

- L2906 Political Communication in the 21st Century
- L2905 Quantitative Methods I
- P3984 Research Skills for Media & Communication
- P3988 Media analytics
- L2807 Advanced Topics in Political Communication and Media
- L2808 Dissertation

Elective classes

- Strategic Communication
- Digital Media Ethics
- Media Analytics
- Communication and Media Theory in International Context
- Communicating Science and the Environment
- Quantitative Methods II, Qualitative Methods
- Comparative Political Institutions, International Institutions and Regimes
- Comparative Public Policy
- Networked Institutions, Infrastructure and Technology
- Quantitative Text Analysis and Machine Learning in the Social Sciences
- Introduction to Social Network Analysis for Social Scientists