



University of
Zurich^{UZH}

IKMZ – Institute of Communication and Media Research

The IKMZ Speaker Series presents:
Visibility and access in mediated public life

Lilach Nir

Hebrew University of Jerusalem

Monday, April 30, 2018

16:15-17:15

AND 3.02/3.06

Mass mediated coverage of politics in the Western world is often a scapegoat for dwindling electoral participation and general disaffection with mainstream politics. More often than not, the argument goes, negativity in news content inspires distrust, disinterest, and sets otherwise engaged citizens further apart from participation in public life. The current talk challenges this conventional wisdom by explicating theoretically and testing empirically some features that make news coverage engaging and communicate inclusiveness. These features inspire both interest in public affairs and support for electoral candidates. In the talk, I will present and discuss several interrelated projects, spanning public broadcasting and gender gaps in knowledge; parallelism and citizen decision-making; and the allure of certain candidate traits in the online presence of those vying for public office.

Professor Lilach Nir (Ph.D., University of Pennsylvania, Annenberg School for Communication) holds a dual appointment as Associate Professor in the Department of Political Science and in the Department of Communication and Journalism at the Hebrew University of Jerusalem. She specializes in public opinion, mass media effects, and social-network effects on political attitudes, cognitions and behavior. Prof. Nir is a former Fulbright Fellow to the United States, former Editor-In-Chief of the *International Journal of Public Opinion Research*, and elected member of the International Communication Association's Board of Directors. Her publications include journal articles on news-framing and public discourse, public opinion perceptions, media systems effects on political knowledge diffusion, social network diversity and participation, developing a novel measure of opinion quality, and the contribution of political disagreement to opinion quality. Her work has won awards from the International Communication Association and the World Association for Public Opinion Research, and has appeared or is in press in venues such as *Public Opinion Quarterly*, *Political Communication*, *Communication Theory*, and the *Journal of Communication*.

