

# **International Workshop**

## **New Developments in Political Communication Research**

Sponsored by : Center for Positive Political Economy  
as a Top Global University Project, Waseda University,

Coordinated by : Waseda Institute of Political Economy and by Political Economy Center for Grant-in-Aid  
for Scientific Research (S), Waseda University

Date: June 24<sup>th</sup>, 2015 14:45-18:30

Venue: Room 704, Building 3, Waseda University



### **Speaker: Professor Shanto Iyengar**

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SHANTO IYENGAR

Director, Political Communication Lab

Harry & Norman Chandler Professor of Communication

Professor of Political Science

Professor Shanto Iyengar holds a joint appointment as the Harry and Norman Chandler Chair in Communication and Professor of Political Science at Stanford University. Professor Iyengar is also a senior fellow (by courtesy) at the Hoover Institution.

Professor Iyengar's teaching and research addresses the role of the news media and mass communication in contemporary politics. He is the author of several books including *Media Politics: A Citizen's Guide* (W. W. Norton, 2007), *Going Negative: How Political Advertisements Shrink and Polarize the Electorate* (Free Press, 1995), *Explorations in Political Psychology* (Duke University Press, 1993), and *News That Matters: Television and American Opinion* (University of Chicago Press, 1987).

Professor Iyengar's research has been published by leading journals in political science and communication. He is also a regular contributor to Washingtonpost.com. His scholarly awards include the Murray Edelman Career Achievement Award for research in political communication, the Philip Converse Award for the best book in the field of public opinion (for *News That Matters*), the Goldsmith Book Prize (for *Going Negative*), and the Distinguished Alumni Achievement Award from the University of Iowa.

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< Session I > 14:45-16:15

## **New Frontiers of Political Communication Research**

Chair: Aiji Tanaka (Professor of Political Science, Waseda University, and President of International Political Science Association)

Long- or Short-Lasting Media Effects?: Longitudinal Study of Newspaper Coverage Influence on Foreign States Perceptions in Japan

Gento Kato (Ph.D Student, Graduate School of Political Science, Waseda University)

Hard News & Soft News: Effects of TV Programs Exposure on Political Involvement and Political Knowledge in Japan

Ling Liu (Ph.D Student, Graduate School of Political Science, Waseda University)

The Effects of Cross-Cutting Exposure in Interpersonal Environment on Political Participation

Tomoya Yokoyama (Ph.D Student, Graduate School of Social Science, Hitotsubashi University)

Discussant: Shanto Iyengar (Professor, Stanford University)

< Session II > 16:30-18:30

## **Experimental Approaches in Political Communication Studies**

Chair: Masaru Kohno (Professor of Political Science, Waseda University)

16:35-17:25

Fear and Loathing in Party Politics: Cross-National Evidence on Polarization.

Shanto Iyengar (Professor, Stanford University)

17:25-17:45

The Spiral of Siren: Opinion Expression after Fukushima Nuclear Crisis

Airo Hino (Professor of Political Science, Waseda University)

(Joint work with Ryosuke Imai and Masahisa Endo)

17:45-18:00

Discussant: Tetsuro Kobayashi (Associate Professor, National Institute of Informatics)

18:00-18:30 Open Discussions

## Pre-registration

For our information, we would appreciate your pre-registration, although you can participate in these sessions without pre-registration.

By June 22, 2015, please RSVP to: **sguevents2015@gmail.com**

Please copy and paste the form below, and reply to the email address above.

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Please check one of the options below.

- Participate in Session I only.
- Participate in Session II only.
- Participate in both Session I and Session II.

Name :

Affiliation :

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## Location

Building 3, Room #704. For access to the Waseda campus, please consult the Maps & Directions website.

<http://www.waseda.jp/top/assets/uploads/2014/10/waseda-campus-map.pdf>

