



## Campaigns, Media & International Affairs

### **Prof. Holli A. Semetko**

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### **Abstract**

The dramatic changes in national media landscapes over the past decade mean that even the best strategies from recent campaigns cannot be counted upon to deliver in the future. I review some key research findings and discuss key concepts such as bias, agenda-setting and framing and their relevance in the new media landscape.

I first observed the long tail of India's 2014 national election campaign when I began reading and watching the daily news from my home in Mumbai in August this year. It quickly became apparent that the campaign had already become the frame through which most news was presented.

With continued growth in the mobile market, and the many politically interested young and first-time voters in India, the outcome looks less predictable and more open to campaign influence. What should we expect from campaign coverage in 2014? How might the campaign impact India's image abroad?

## About the Speaker



**Holli A. Semetko**, MSc PhD (London School of Economics) MBA (Emory), is a Nehru Fulbright Scholar based in Mumbai in fall 2013 at IIT-Bombay and Asa Griggs Candler Professor of Media and International Affairs and Professor of Political Science at Emory University where she served as Vice Provost for International Affairs from 2003 to early 2013. With over 100 publications, her research on influence, attention and campaigns in international contexts extends from the US, UK, Germany, Turkey and the European Union (EU), to Korea, China and India.

An advisor to The Carter Center China Program, and the India, China & America Institute, Dr. Semetko sits on a number of non-profit boards and consults internationally. She is a member of the Council on Foreign Relations, Emory's Center for Ethics, and the Academy of International Business.

As Emory's Vice Provost for International Affairs (VPIA) and Director of Office of International Affairs and The Claus M. Halle Institute for Global Learning for nearly a decade, she led multiple delegations to China, Germany, India, South Korea, South Africa, Turkey and EU countries to promote strategic partnerships. International alumni clubs grew 10-fold. She managed a growing team on federal compliance issues, programs and services during a period of 8-fold growth in international students and scholars. The Emory-Nanjing University partnership, Emory's annual India Summit, and numerous international programs at The Halle Institute, including Knowledge Futures to address critical issues in our digital world, are among many innovative partnerships that were launched under her leadership as VPIA.

An award-winning scholar, Dr. Semetko previously spent 8 years as Professor and Chair of Audience and Public Opinion Research at the University of Amsterdam where she launched the Amsterdam School of Communications Research (ASCoR) and served as founding board chair. She obtained over 1.5 million euros in research grants, raised external funds for professorships, and codirected the international PhD program. Her previous positions include Syracuse University, University of Michigan, and Harvard's Shorenstein Center for the Press, Politics and Public Policy. The German Marshall Fund of the United States supported her research in Germany 1990-91.

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## Event Details

**Venue:** Network Governance Lab, CCMG

**Date:** Thursday, 31 October, 2013

**Time:** 11:30-13.00