

# DR. ISABELLE BORUCKI

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## CURRENT POSITION

10/2012- Research associate at the Chair in Government and Politics (Western Governmental Systems, Prof. Dr. Uwe Jun) at the University of Trier

## EDUCATION:

10/2013 PhD Graduation (Dr.) at the Faculty III of the University of Trier  
Submission of thesis: 19-07-2013  
Oral exam in political science: 22-10-2013

Title of dissertation: “Governing with the Media. Implications of Mediatisation on the Government Communication of the German Bundesregierung 1982-2010” (written in German), graded *magna cum laude* (very good)

Supervisors: Prof. Dr. Uwe Jun (First Supervisor), University of Trier  
Prof. Dr. Ulrich Sarcinelli (Second Supervisor), University of Koblenz-Landau

01/2008 Graduation as Magister Artium, Master thesis entitled “Changes of the external communications from Schröder to Merkel” (written in German), grade 1,5 (very good)

09/2002 – 01/2008 Master studies in Political Science, Sociology and Philosophy at the University of Würzburg, Germany

## ACADEMIC POSITIONS:

09/2015 – 03/2016 Maternal leave

04/2009 – 12/2012 Research assistant in the project on „Parties and Poverty“ within the framework of the Collaborative Research Center (CRC) 600 „Strangeness and Poverty“; funded by the German Research Foundation (DFG) at the University of Trier

- Responsible for the coordination and implementation of the study “Poverty Political Networks of Local Politicians in Trier and Jena”
- Participation in the internal research group on “theories of inclusion and exclusion” (from 2010 to 2012)

05/2008 – 03/2009 Teaching assistant at the Institute for Political Science and Social Research, University Würzburg (Chair of Comparative Politics, Prof. Dr. Hans-Joachim Lauth)

01/2008 – 05/2008 Teaching assistant at the Institute for Political and Social Science, University of Würzburg

#### FUNDING AND GRANTS:

- Research Fund of the University of Trier 2016 for the participation at the ECPR General Conference in Prague.
- Mary-Kingsley Fund of the University of Trier 2016 for the participation at the ECPR General Conference in Prague.
- Research Fund of the University of Trier 2016 for publications.
- Grant of the German Academic Exchange Service 2014 for the participation at the ECPR General Conference in Glasgow, Scotland.
- Research Fund of the University of Trier 2014 for the participation at the ECPR Joint Sessions in Salamanca, Spain.
- Grant of the German Academic Exchange Service 2013 for the participation at the ECPR General Conference in Bordeaux.
- Research Fund of the University of Trier 2011 for the participation at the Conference of the PR- and Organisational communication researchers in Fribourg, Switzerland.
- Mary-Kingsley Fund of the University of Trier 2011 for the participation at the Conference of the PR- and Organisational communication researchers in Fribourg, Switzerland.
- Co-Author of two project outlines for the future CRC 1175 “Resilience” at the University of Trier (main applicant Prof. Dr. Uwe Jun), currently in assessment at the German Research Foundation (DFG).

#### PROFESSIONAL MEMBERSHIPS & AFFILIATIONS:

APSA (Standing Groups: Political Organizations and Parties; Political Networks; Political Communication);

ECPR (Standing Groups: Political Parties, Internet and Politics)

DVPW (German Political Science Association; Standing Groups: Party Politics; Politics and Communication, convenor of the group);

DGPuK (German Communication Science Association; Standing Groups: Communication and Politics; PR and Organizational Communication);

German Young Scholars in Political Communication (NaPoKo)

Founder of the German organisation for Young Scholars in PR and Organizational Communication Research (naprok), chair from 2011 to 2013

#### PROFESSIONAL DEVELOPMENT ACTIVITIES (SINCE 2008):

At the “International Graduate School”, University of Trier:

- Academic English,
- Rhetoric and presentation in academia,
- Time management,
- Research Management and team building.

At the “Didactical Centre” of the University of Würzburg:

- Presentation techniques for teaching.

#### METHODOLOGICAL EDUCATION:

- 2014: "Introduction to R in Social Network Analysis", Workshop "Social Network Analysis in Educational Research" at the Duisburg Learning Lab.
- 2011: Summer School in Social Network Analysis, Cluster of Excellence of the Universities Trier and Mainz.
- 2009: Summer School in Social Network Analysis, Cluster of Excellence of the Universities Trier and Mainz.
- 2009: Workshop Qualitative Interview Research, Dr. Jan Kruse, Münster.

#### UNIVERSITY SERVICE & ADMINISTRATION:

- Selection Committee "Great Britain and Scandinavia" member of the German Academic Exchange Service for the funding period 2014/2015.
- Select Committee "[Germany Scholarship](#)" for students of the Department III at the University of Trier 2014.
- Board of Studies member at the Political Science Department (since 2013).
- Internal working group chair on public relations of the Department.
- Appointments committee member for the Chair of International Relations/external relations at the University of Trier in 2013.
- University election board member of the University of Trier 2013 and 2014.
- Doctoral Students' general assembly chair from 2011 to 2013.
- Commissary for the Federal Law on Support in Education of the Department.
- Commissary for library concerns of the Department.

#### SPECIFIC ACADEMIC SOFTWARE KNOWLEDGE:

SPSS, RStudio, R, UCINET, Citavi, Vennmaker, MAXqda, Typo 3

#### LANGUAGES:

- German (native)
- English (advanced level, C1)
- French (elementary level, B1)

## APPENDIX

### PUBLICATIONS, PRESENTATIONS, AND TEACHING EXPERIENCE

#### PUBLICATIONS IN PREPARATION (\*\*PEER REVIEWED):

- \*\* (2016): A visual data collection method: German local parties and associations. In: Connections. 36 (1). (forthcoming)
- (2019): Magazines' websites (where print edition also exists). In: The SAGE International Encyclopedia of Mass Media and Society.
- (2019): Objectivity. In: The SAGE International Encyclopedia of Mass Media and Society.
- (2019): Social Media Monitoring. In: The SAGE International Encyclopedia of Mass Media and Society.

#### PUBLICATIONS:

##### BOOK CHAPTERS IN EDITED VOLUMES (\*\*PEER REVIEWED, \*BOARD REVIEWED):

- \*\* (2016): Regierungen in Facebook: distributiv, dialogisch oder reaktiv? Eine Bestandsaufnahme. In: Henn, Philipp; Frieß, Dennis (Hrsg.): Politische Online-Kommunikation. Voraussetzungen und Folgen des strukturellen Wandels der politischen Kommunikation, Band 3 Digital Communication Research.
- \* (2016): Wie viel Partei steckt in der Regierungskommunikation? Zur Ausgestaltung des Kommunikationsmanagements der Bundesregierung. [*How many party contains government communication? The configuration of the communication management of the German Bundesregierung*]. In: Bukow, Sebastian; Jun, Uwe; Niedermayer, Oskar (Hrsg.): Parteien und Staat. Wiesbaden: Springer VS.
- \* (2015): Politische und mediale Logiken. Ein Vorschlag zur Differenzierung politischer Medialisierung. [*Political and Medial Logics. A Suggestion to better Understand and Differentiate political Mediatization*] In: Jun, Uwe/Jäckel, Michael (Hg.): Wandel und Kontinuität der politischen Kommunikation. Leverkusen: Barbara Budrich, pp. 139-167 (together with Jens Tenscher).
- \* (2015): Mehr als die Replikation organisationaler Offline-Strukturen? Zur internen Vernetzung von Parteien auf Twitter - das Beispiel SPD. [*More than the pure replication of organizational offline-structures? The internal network structure of parties on twitter - the example of the German SPD*] In: Gamper, Markus/Reschke, Linda/Düring, Marten (Hrsg.): Knoten und Kanten III. Soziale Netzwerkanalyse in Politik- und Geschichtswissenschaft. Bielefeld: [transcript](#), pp. 399-421 (peer-reviewed volume, together with Daniel Reichard).
- (2014): Online-Regieren angesichts medialer Allgegenwart - Die Kanzlerin auf Youtube und ihr twitternder Regierungssprecher. [*Governing Online considering Media's Omnipresence - The Chancellor on Youtube and her tweeting Spokesman*]. In: Sievert, Holger; Nelke, Astrid: Social-Media-Kommunikation nationaler Regierungen in Europa. Wiesbaden: VS Verlag, pp. 75-86.
- (2013): Parteien und Medien - ein langfristig orientierter Forschungsüberblick. [*Parties and the Media - a longterm oriented Research Review*]. In: Niedermayer, Oskar (Hg.):

- Handbuch Parteienforschung. Wiesbaden: VS Verlag, pp. 349-385. (peer-reviewed volume, together with Uwe Jun and Daniel Reichard).
- (2013): Inklusion und Exklusion durch armutspolitische Netzwerke im städtischen Raum - Das Bund-Länder-Programm „Soziale Stadt“ in Trier und Jena. [*Inclusion and Exclusion by poverty-political Networks in Local Space – the Federal-Länder joint-program “Social City” in Trier and Jena*]. In: Patrut, Iulia-Karin; Uerlings, Herbert: Inklusion/Exklusion und Kultur. Wien: Böhlau, pp. 375-391. (peer-reviewed volume).
- (2013): Armutspolitische Netzwerke lokaler Parteien und sozialer Träger. Eine quantitative Studie mit Hilfe der visuellen Datenerhebung mit VennMaker. [*The poverty-political networks of local Parties and Charities. A quantitative study using visual elicitation with VennMaker*]. In: Schönhuth, Michael et.al.: Visuelle Netzwerkforschung. Bielefeld: Transcript, pp. 228-247. (peer-reviewed volume).
- (2008): Der Postleviathan und die Innovation – eine Rede für und wider den Staat. [*The Post-Leviathan and Innovation – a Discourse for and against the State*]. In: Innovationen – Performancetreiber und nachhaltiger Wirtschaftsmotor in Deutschland? [Festschrift zum 5. Würzburger Wirtschaftssymposium](#), pp. 48-49. (together with Niklas Günther).

#### MONOGRAPHS

- (2014): Regieren mit Medien. Auswirkungen der Medialisierung auf die Regierungskommunikation der Bundesregierung von 1982-2010. [*Governing with the media. Consequences of mediatization on the Government communication of the Bundesregierung from 1982 to 2010*]. Leverkusen: Budrich. [*Dissertation thesis*].
- (2007): Der Wandel der Außenkommunikation von Rot-Grün zu Schwarz-Rot. [*Changes of the external communications from Schröder to Merkel*]. Magisterarbeit. Universität Würzburg. [*Master thesis*].

#### WORKING PAPERS:

- (2014): “Bringing the Party Back In – Parties as Constitutionalised Organisations“, Working Paper, prepared for the ECPR Joint Sessions 2014, Salamanca, Spain.
- (2011): After Mediatization is Before Mediatization – The Concept of Mediatization and its Implications for German Government Communication. Working paper, prepared for the ECPR Joint Sessions 2011, St. Gallen, Switzerland.

CONFERENCE PARTICIPATIONS AND (SOME NATIONAL EVENTS EXCLUDED):

2016

Discussant at the workshop "The Responsible Party Model in Times of Dealignment", 19 to 20-12-2016 at the University of Leuven, Belgium.

"Governments' networks on Facebook - an approach" presentation at the Schader Forum, 5-6 December 2016, Darmstadt.

„Measuring a political communication architecture on SNS using social network analysis“, presentation at the ECPR General Conference, 10-9-2016, Charles University Prague (funded by the research fund and Mary Kingsley fund of the University of Trier).

Panel chair "Perspectives on Political Parties" at the ECPR General Conference 10-9-2016, Charles University Prague.

Response of a Panel at the „Düsseldorfer Forum politische Kommunikation“ 14.-16.4.2016, Universität Düsseldorf.

Presentation and paper at the Workshop "Leaders, Candidates, Activists. The dynamics of party organization", 21 to 22-4-2016, University of Bamberg.

2015

„Politische Kommunikation zwischen Freiheit und Sicherheit“, panel chair of the joint panel of the sections on "Party Politics" and "Politics and Communication" at the 26<sup>th</sup> congress of the German Political Science Association (DVPW), 21-09 to 25-09-2015, University of Duisburg-Essen (together with Sebastian Bukow and Stefan Marschall).

"From two to one - Approach to a synthesised analytical strategy with two exemplary research projects", presentation at the workshop "Qualitative Metho[dologies] in social network analysis", 12<sup>th</sup>/13<sup>th</sup> March at the University of Hildesheim.

"Governments in Social Media: Distributive, dialogical or reactive? An empirical review" presentation at the joint conference, 19-21-2-2015 in Düsseldorf.

2014

"Governments on Social Media: Still Distributive and Reactive?", presentation and plenary discussion input at the Educational Learning Workshop "Social Network Analysis in Educational Research", 21-10-2014 in Duisburg-Essen, Germany.

"The Persuasive Potential of Government Communication In a Digitized Age", presentation at the ECPR General Conference, 5-9-2014 in Glasgow, Scotland (funded by the German Academic Exchange Service).

"Data Collection and Analysis with "VennMaker" - Poverty-political Networks of Local Politicians in Two German Cities", presentation at the 1<sup>st</sup> European Conference on Social Networks (EUSN), 4-7-2014 in Barcelona, Spain.

"Bringing the Party Back In - Parties as Constitutionalised Organisations", presentation at the ECPR Joint Sessions, 10<sup>th</sup> to 15-4-2014 in Salamanca, Spain (funded by the research fund of the University of Trier).

2013

"Wie viel Partei steckt in der Regierungskommunikation? Zur Ausgestaltung des

Kommunikationsmanagements der Bundesregierung", presentation at the annual conference of the Standing Group on Party Politics within the German Political Science Association (DVPW), 26-10-2013 in Düsseldorf, Germany.

"Regieren mit und in der Vielfalt - Modernisierung und Diversifizierung des Kommunikationsmanagements der deutschen Regierung", presentation at the conference Drei-Länder-Tagung of DVPW, ÖGPW and SVPW, 21-9-2013 in Innsbruck, Austria.

"Key Factors of Government Communication in Times of Crises - Handling the Representation Gap", presentation at the ECPR General Conference, 6-9-2013 in Bordeaux, France (funded by the German Academic Exchange Service).

2012

"Political (Prod)Usage of Social Network Sites - How the German Social Democratic Party communicates with its members via Facebook and Twitter", Input Statement on the Panel „Better Work through Transparent Communication“ at the EURPRERA Spring Symposium 18-2-2012, Berlin, Germany.

2011

"After Mediatization is Before Mediatization - The Concept of Mediatization and its Implications for German Government Communication", presentation at the ECPR Joint Sessions, 12<sup>th</sup> to 17-4-2011 in St. Gallen, Switzerland.

TEACHING EXPERIENCE:

AT THE UNIVERSITY OF TRIER:

- Summer term 2015      **Master:** "Election Campaigning, its challenges and changes – European trends and developments" within the master programme "Democratic Policy and Political Communication".
- Winter term 2014/2015      **Master:** "Introduction to political communication" within the master programme "Democratic Policy and Political Communication".  
**Undergraduate:** "Democracy and Society – an introduction to political sociology" (Bachelor of Education).
- Summer term 2014      **Master:** "Government Communication in the Digital Age – Comparative Perspectives" within the master programme "Democratic Policy and Political Communication".
- Winter term 2013/14      **Undergraduate:** "Democracy and Society – an introduction to political sociology" (Bachelor of Education).
- Summer term 2013      **Undergraduate:** Comparative Politics: Introduction to British Politics (*in English*).
- Winter term 2012/2013      **Advanced undergraduate:** "Political Communication in Comparative Perspective".
- Summer term 2010      **Master:** "Poverty and Parties in Germany".

AT THE UNIVERSITY OF WÜRZBURG:

- Winter term 2008/2009      **Master:** "The Medium is the Message – Politics and the Media".  
**Undergraduate:** "German Politics".  
**Undergraduate:** "Comparative Politics".  
Tutorial: Preparation for the Master exam (master candidates).
- Summer term 2008      **Undergraduate:** "Information literacy", Part I.  
**Graduate:** "Plays of Power and Powerplays – Introduction to Michel Foucault's socio-philosophical theory".  
**Undergraduate:** "Information literacy", Part II.  
**Advanced undergraduate:** "Media sociology and media philosophy".
- Winter term 2007/2008      Tutorial to the graduate seminar "Political Metaphysics".
- Summer term 2007      Tutorial: "Introduction to Political Theory".
- Winter term 2006/2007      Tutorial: "Information literacy".

STUDENT SUPERVISION:      44 Bachelor theses (since 2012), 3 Master's theses (since 2010).