

## Curriculum Vitae

### Personal Particulars

Name: Zsuzsanna Katalin Mihályffy

Date of Birth: 8 Nov, 1977

Address: 35 Rózsa utca, H-1077, Budapest, Hungary

Mobile phone: (+36) 20 823 0158

### Qualifications

2004 Sept - Doctoral Student at ELTE Faculty of Law, Doctoral School for Political Science

2003 MA in Political Science

### Current Job

2003- Research Fellow at the Institute for Political Science of the Hungarian Academy of Sciences (IPS of HAS)

2005- works for the Centre for Political Communications Research at IPS HAS

### Scientific activity

- Presentation/lecture at Hungarian conferences and workshops
- 2006 'Young Researchers Forum', HAS Social Science Centre (*'Local Campaigning at the 2006 Parliamentary Election in Hungary'*)
- 2005 Presentation at the HPSA's Yearly Assembly (*'The Post-Modernization of Fidesz Campaigns 1998-2004'*)
- 2005 '15 Years of System Change' conference organized by the IPS of HAS (*'Campaign Communication in Hungary - The Example of the Fidesz'*)
- Presentation/lecture at international conferences and workshops
- 2006 2<sup>nd</sup> International Summer Academy of Political Consulting and Strategic Political Communication. (*'Post-Modernization, Campaign Organization, Grass-roots Campaigning'*)
- 2005 JFK School of Government, Harvard University (*'From the Media to the Neighborhood – The Post-Modernization of Fidesz Campaigns 1998-2004'*)
- 2004 E-campaigning International Workshop, IPS HAS (*'Responsive Messages? An Analysis of Party Websites'*)
- 2004 ECPR Joint Sessions of Workshops in Uppsala, Workshop 9. (*'Campaign and Turnout in Hungary (2002)'*).

### Fields of Research

- Election campaigning
- Political Marketing
- Political Communication
- New Media

### Research Projects

- 2006-: *2006 Parliamentary election campaign research project*: party campaigns, local campaigns
- 2004-2005: *European elections in Hungary*
- 2004-: *Evolution of campaign communication in Hungary* (funded by the Hungarian Scientific Research Fund)

## **Membership**

- Hungarian Political Science Association (HSPA) since 2004
- Political Marketing Group of the PSA (British Political Studies Association) since 2005

## **Publications**

- In Hungarian
  - Book chapters on party campaigns, evolution of campaigning, campaign techniques and new media
  - Most recent work: Co-editor and co-author of the volume '*Mirror game*' ['Tükörjáték' – in Hungarian], to be published by L'Harmattan Publisher in 2006
- In English
  - Mihályffy, Zs.: 'New Elements of Hungarian Political Campaign Strategies'. IPS of HAS, Working Papers Digital Archive) 2005/7. pp 54.  
(<http://www.mtapti.hu/pdf/mtmihalyffy.pdf>)
  - Most recent: Kiss, B. – Mihályffy, Zs.: 'Campaign Communication in Hungary. The Example of the Fidesz. (to be published by the Institute for Political Science of the HAS in 2006)

## **Other**

Languages: English - Advanced  
German, French - Intermediate

## **Hobbies**

Travelling  
Photography

Zsuzsanna Mihályffy  
Budapest 20 November 2006