

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WiSe 2024/25

Description of seminars

Veranstalter*in	Dr. Anke Offerhaus
Titel (dt.):	A.1 Mediated Engagement: "Media and Communication Theory"
Titel (engl.):	

Course description:

This module introduces students to the program's key themes, namely the interrelation between media and public engagement. We will refer to the cutting edge in media and communications theory (seminar 1 "Media and Communication Theory") and examine the roles played by the media, media producers, and media content as information providers and as mobilizers of public engagement (seminar 2 "Media, Movements, and Engagement"). However, people are not passive consumers of media but appropriate media as contents and technologies in contextualized ways, and they increasingly produce content and engage in technologies. Hence, we also look at how citizens use and appropriate media at local, national and global levels to become active themselves. Particular attention will be paid to questions of effectiveness and to the value of media activism as a political, cultural, and social activity.

In this seminar - **Media and Communication Theory** - we explore core theories and concepts in the study of media and communication, within an interdisciplinary, social science perspective. The course grounds the analysis of media and communications in broader theories of social order and social change to better understand the relationships between media, audiences, and society. Through a critical analysis of key theories and concepts, students will develop a nuanced understanding of the complex dynamics of communication in the digital age.

The course is conceptualized as a reading and a discussion-based seminar, which means that students typically complete readings and assignments before the class and discuss core themes, arguments and issues during class.

As the seminar "Media and Communication Theory" is part of the module A.1 Mediated Engagement (12 CP), the module examination covers the entire module. The **module exam** (6 CP) consists of a **term paper to be written in one of the module's two seminars** in addition to the **work (active participation) to be done in both seminars** (3 CP each).

This term paper has a length of 20 pages, 15 pages per person if written in a team of 2-3 students and has to be handed in not later than March 15th, 2025.

Readings:

Course readings will be announced in the seminar.