



Exchange at IfKW of LMU Munich - Key Data for Incoming Students - SUMMER 2024

INSTITUTION DETAILS

Name of Department	Department of Media and Communication / IfKW (Institut für Kommunikationswissenschaft und Medienforschung)
Name and number of Faculty	Faculty of Social Sciences - 15
Postal Address	Ludwig-Maximilians-Universität München (LMU) Department of Media and Communication (IfKW) Oettingenstr. 67 80538 Munich, GERMANY
Website	https://www.en.ifkw.uni-muenchen.de/



CONTACTS

Incoming & Outgoing Students (as from April 2024)	Contract Management
Jessica Kühn (Mrs)	Dr. Bernhard Goodwin (Mr)
Department of Media and Communication Oettingenstr. 67 Room A112 80538 Munich	Department of Media and Communication Oettingenstr. 67 Room A005 80538 Munich
Phone: +49 89 2180-9524	Phone: +49 89 2180-9494 / Fax: +49 89 2180-999494
Jessica.kuehn@ifkw.lmu.de	Bernhard.goodwin@ifkw.lmu.de

DATES

Academic Calendar	The academic year is divided into two semesters : October 1st until March 31st and April 1st until September 30th. In the winter semester 2023/24 classes take place from October 16th, 2023 until February 9th, 2024 . During the semester break (March & April; August & September) no classes take place. Also during the Christmas and New Year holidays (December 24 - January 6) much of the University is closed and no classes take place. In the summer semester 2024 the lecture period will start on April 15th, 2024 and end on July 19th, 2024 . At the Department of Media and Communication the lecture period includes the final exams. At other departments exams may also take place within two weeks after the lecture period.
Application and Registration Procedure	Once you are nominated as an exchange student by your home university you need to register at LMU's central International Office . They provide information for exchange students who were already accepted as visiting students at LMU and who will spend one or two semesters at the Department of Media and Communication (IfKW).





LUDWIG-
MAXIMILIANS-
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MÜNCHEN

DEPARTMENT OF MEDIA AND COMMUNICATION



Welcome Event

We would like to welcome our international students at the Department of Media and Communication in the week before the start of the semester: We look very much forward to meeting you at our **Welcome Event "Welcome Day @ IfKW"** on **Friday, April 12th, 2024, 10am, room tba**. A personal invitation follows by email on time.



COURSE SELECTION & REGISTRATION

Online course catalogue of LMU

www.lsf.lmu.de

The up-to-date course catalogue is available two months before the beginning of each semester.

Course choice

A few weeks prior to the start of the semester, the international coordinators will send an **online form for choosing classes** in our department (wishlist). You do not have to apply online for courses in the field of media and communication by yourself. Your coordinator will apply for you.

IMPORTANT: This only works for courses at IfKW – if you would like to attend courses in other departments, too, you have to subscribe to them by yourself (the best would be to write an e-mail to the international coordinator or lecturer).

Website

https://www.en.ifkw.uni-muenchen.de/international/exchange_students/courses/index.html

Courses taught in English

Our seminars for exchange students only, *Professional Communication in Munich* in winter and *Media Institutions in Munich* in summer, give each 7 ECTS (extra ECTS possible). The 1-day crash course *Writing for academic purposes* is worth 1 ECTS.

ECTS / Credit points

For exchange students most of the regular seminars at IfKW give 5 ECTS points, lectures give 4 ECTS points and Haupt- und Wahlpflichtseminare (advanced, 4h/week, strong focus on empirical research methods) 11 ECTS points on undergraduate level and 15 ECTS on postgraduate level.

LMU room finder

<https://www.lmu.de/raumfinder/index.html#/>



Course types at IfKW

Lectures at IfKW are attended by 100 to 200 students and are held each week by a Professor (usually in German). At home students are expected to read the relevant literature. Towards the end of the semester there will be a written exam (usually in the last week of the lecture period). After personal consultation with the lecturer, the examination modality can be changed if necessary (e.g. oral exam). Lectures seem easy at first glance, however, you should consider this: You won't be able to practice your German in a lecture.

Seminars are usually attended by 15 to 30 students. They will probably have to give a presentation (together with fellow students, as a rule) and at the end of the semester they will most likely write a term paper. A seminar also involves the reading of relevant literature. On occasion, there will be practical exercises. Discussions feature prominently in seminars. By and large, presentations pose no problems for exchange students, although the assignments at the end of the semester are often demanding (But you can discuss the conditions with your teacher).

'Haupt- und Wahlpflichtseminare' are advanced seminars and proceed like ordinary seminars, except they are conceived for third-year or graduate students with a focus on empirical research. If students wish to attend a Hauptseminar they should be able to speak German/English quite well and be able to proof comprehensive knowledge in empirical research methods.

English taught classes at IfKW during summer term 2024

! IfKW offers English taught classes with a minimum amount of 30 ECTS points on BA level. They can be found in LSF, LMU's online course catalogue and in the list below. Further courses possible. LMU is planning with face-to-face teaching in summer 2024.



We're open for negotiation for specific examination, so it fits to the requirements of your home university.

BA | MA level

We strongly recommend attending the following two seminars for incoming exchange students:

Media Institutions in Munich

Nicoletti, Oe67
(seminar, 2h/week,
thu 10-12, 7-10 ECTS)

How do media work in Munich? Which institutions are important, who works there and what do they actually do all day? The seminar focuses on media production processes in online, print and broadcasting media. Students take part in field trips to different media companies in Munich. Talks with professionals provide insights into the world of work within media institutions. Students also learn about the German media system and compare it to their home countries (in group presentations). The acquired knowledge will be implemented in a weblog, planned, edited and written by the participants.

Writing for Academic Purposes

Kühn, Oe67
(crashcourse, 17.05.2024,
2-5pm, 1 ECTS)

This online crash course for exchange students only focusses on scientific basics, dos and don'ts in writing an academic (research) report - especially in the field of communication: knowledge of the most relevant libraries and online catalogues, use of important digital databases, central sources, online search methods, quotation and citation (APA) as well as bibliography exercises and a library tour (IfKW library).

Online Surveys: Uses and Creation via SoSci Survey

Leiner, L055 Oe67
(4-day-block course, 3 ECTS)

Comprehensive introduction (block course) on how to conduct online surveys using the software SoSci Survey. This course is for BA, MA and PhD students. Our focus is on uses of online surveys in general, and more specifically on creating an online questionnaire with the software SoSci Survey. We will also go through enhanced applications, such as filter questions, multimedia stimuli, online experiments (mostly on Tuesday). And of course, we will address practical issues in everyday research, depending on the participants' interests. Participants should have basic knowledge about questionnaire methodology (what is a hypothesis, how do I measure it with questions and items?). This is a block course (4 days, about 3-7 hours per day: 12.04., 13.04., 19.04., 26.04.), the course language is English.

Insights into media audience measurement systems and their data

Thurman, 123 Oe67
(seminar, 2h/week,
mon 8:30-10am, 5 ECTS)

The commissioning and operation of industrialised systems of media audience measurement—and the analysis of their output—involves a whole range of communications professionals and represents an important part of the ‘media and market research’ field. Such systems include the German television audience ratings, which are managed by AGF (Arbeitsgemeinschaft Fernsehforschung) and collected by GfK. There are, in Europe alone, over 120 such systems covering not only TV, but also radio, online, and print media. **In this seminar we will critically explore: the purpose of these systems (e.g., to produce ‘audience currencies’), the stakeholders involved (including advertisers and media content providers), how such systems operate (e.g., using surveys, diaries, physical meters, and tracking software), the threats they face (e.g. from very large online platforms), and changes taking place in their operation and regulation.** Furthermore, we will become familiar with the typical techniques and workflows that are used by communication professionals to analyse the data these systems output. Such analyses include looking at the reach of—and engagement with—media outlets and their content across different combinations of time, media access devices, and sociodemographic groups. **This seminar will feature some industry guest speakers and may involve an optional, subsidized field-trip to Frankfurt.** Taught and examined in English.

Dressed to Impress: Fashion as Visual Strategic Communication

Elmezeny, Oe67
(seminar, 2h/week,
tue 12-2pm, 5 ECTS)

The clothes we wear do more than just protect us from the elements and the environment we live in. Personal attire and fashion can have a communicative purpose. From identifying individuals to (and with) certain communities or cultures, to making political and social statements, fashion or style choices are a form of public, and sometimes strategic communication that is often overlooked. For some public and political figures, however, there are strategists that assist in this form of visual communication. **In this seminar, we’ll be using communication and social theories to first understand the meaning of strategic communication, and then the function of fashion as a form of visual and strategic communication.** Students will then have to apply what they learned to one public case of their choosing.

Crashcourse in Podcasting

Norell & Aleman, 165 Oe67
(seminar, 2h/bi-weekly,
tue 4-6pm, 5 ECTS)

Would you like to be part of the booming Podcasting industry? Then this course is for you. Here you will learn the skills and tools to begin your podcasting journey. In a hands-on course, students will make their own podcasts.

Kajsa Norell, an experienced Podcaster and manager, will guide you through the process. Including how to choose the right topic, interviewing techniques to bring you the quotes that will engage the listener, efficient editing and storytelling as well as headlines and what you need to think about when you put your podcast episode on the podcast platforms in order for the audience to find it.

Instruction language will be English but German, French, possibly Spanish and the Scandinavian languages will also be accepted for your own podcasts. Bring laptop and your smart phone!

Digital Storytelling: Concepts & Strategies

Ertelthaler, 115 Oe67
(seminar, 2h/week,
thu 8-10am, 5 ECTS)

In this seminar, we will explore together how we can transfer information to our target group, inform them and create awareness. The seminar will teach the basic principles of visual design and visual storytelling (with illustrative examples), as well as the steps involved in conceptualising communication strategies and project planning. In addition, innovations in the media sector (conversational chatbots, automated content & automated graphic storytelling, etc.) are discussed and students are encouraged to integrate them conceptually. The aim of the seminar is to provide an insight into the conception of visual storytelling and to gain initial experience in this area: Different implementation concepts, integration of communication channels and useful basics for project planning, as well as innovations in the media sector. The seminar offers a space for the development of ideas and the opportunity to creatively implement acquired knowledge in group work.

Evaluation: Active participation & Review 25%, Concept Presentation 25%, Concept (15.000 characters) 50%

The media audience measurement industry: Purposes, practices, perils

Thurman, U139 Oe97,
(seminar, 2h/week,
fri 10-12am, 5 ECTS)

There are, in Europe alone, over 120 industrialised systems of media audience measurement. Such systems include the German newspaper and magazine readership survey, ma Pressemedien—which is managed by AGMA (Arbeitsgemeinschaft Media-Analyse e.V.)—as well as systems that cover broadcast and online media. The running of such systems—and analysing the data they output—is done by myriad communications professionals and represents an important sub-field of ‘media and market research’. **In this seminar we will critically explore: how such systems operate (e.g., collecting data ‘actively’—via diaries and surveys; and ‘passively’—via set-top-boxes and software), why such systems exist (e.g., as market information regimes), the market participants involved (including media buyers and publishers), the challenges they face (e.g., from online social media and video sharing platforms), and changes taking place in their methodologies (including the use of data fusion techniques) and regulation (e.g., the EU Media Freedom Act).** In addition, you will have access to—and be instructed in the analysis of—actual data produced by these systems in order that you can become familiar with relevant professional techniques and workflows. Such techniques include analysing whether and when media outlets reach different sociodemographic groups and how audience members engage with media outlets and their content. **This seminar will include some guest speakers from industry and may involve an optional, subsidized field-trip to Frankfurt.** Taught and examined in English.

**Empirical research project/
Forschungsprojekt***Nicoletti, 123 Oe67*

(seminar, 4h/week,

mon 10am-2pm, 11 ECTS)

tba

Media Economics*Thurman, B001 Oe67*

(lecture, 2h/week, tue12-2pm,

4 ECTS)

In communication studies, media economics is one of the areas that has gained in importance since the 1990s. In view of the tendencies towards economization in the media sector, an understanding of economic relationships is becoming increasingly important for all media professions. **This lecture is intended to give an introduction to the economic aspects and peculiarities of mass media. The focus is on the current media.** Topics covered include, in particular, the characteristics of media offerings in the recipient market and in the advertising market, interdependencies between these two markets, media financing, and competition and concentration.

MA Level only**Developing, testing, fielding,
and analysing a survey of
journalists on AI and
automation in the news***Thurman & Thäsler-Kordonouri,
C007 + 067 Oe67*

(research seminar, 4h/week,

wed & thu, 15 ECTS)

Computational journalism has been defined as the advanced application of computing, algorithms, and automation to the gathering, evaluation, composition, presentation, and distribution of news. Examples include the use of tools that automatically find and filter newsworthy information from social media platforms, the use of natural language generation to write news texts, and automated news personalization where stories are distributed to users according to their preferences. There have been few (if any) comprehensive and representative surveys of journalists on the topic of computational journalism. Amongst many other things, such a survey could find out, for example, how widespread the use of automated journalism is in newsrooms; to what extent journalists are worried that automated journalism could make them redundant; and what correlations, if any, exist between the two. **In this project, you will design, pre-test, field, and analyse a survey of journalists on the subject.** A database of the contact details of approximately 25,000 journalists (in the UK) will be made available for use in survey recruitment as will user accounts for the professional Qualtrics survey platform. The project's results have the potential to make a significant, original contribution to the understanding of how AI and automation are used in journalism and the consequences of that use. The project will be taught, conducted, and examined in English.