



Exchange at IfKW of LMU Munich - Key Data for Incoming Students - SUMMER 2023

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-University of Munich (LMU) Department of Media and Communication (IfKW) Oettingenstr. 67 80538 Munich, GERMANY
Website	https://www.en.ifkw.uni-muenchen.de/



CONTACT

Incoming & Outgoing Students	Contract Management
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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 will 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).





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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"**. A personal invitation with all details 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 you an online form for choosing classes** in our department (wishlist). **It's impossible to apply in LSF for courses** in the field of media and communication by yourself. Your coordinator will apply for you once you have filled out the form.

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

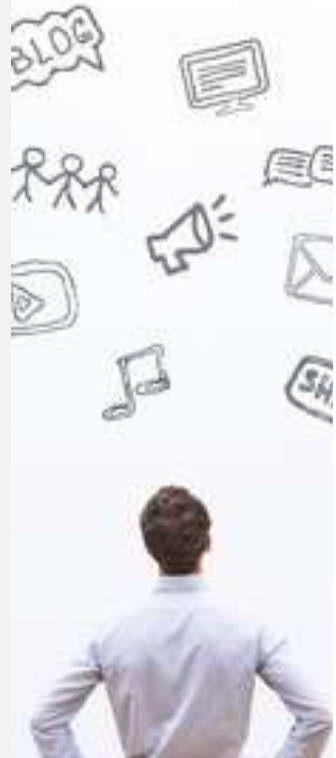
IfKW always offers courses in English with a minimum of 30 ECTS in total. Concrete **titles and topics change from semester to semester and could be found in LSF**. We strongly recommend the regularly offered seminars for exchange students only, *Professional Communication in Munich* in winter and *Media Institutions in Munich* in summer (each 7 ECTS) and the 1-day crash course *Writing for academic purposes* (1 ECTS).

ECTS / Credit points

For exchange students most of the **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.



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

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

BA MA level	<p>Professional Communication in Munich <i>Schnick, Oe67</i> (seminar, 2h/week, thu 10-12, 7-10 ECTS)</p>	<p>This seminar focuses on professional communication in online, print and broadcasting media. Students take part in field trips to different media companies in Munich, communication professionals give a talk and students try out to write in different journalistic styles. The acquired knowledge will be implemented in a weblog, written by the participating students. Up to 10 ECTS possible.</p>
	<p>Writing for Academic Purposes <i>Schnick, Oe67</i> (crashcourse, date tba, 1 ECTS)</p>	<p>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).</p>

Media Change: Contemporary cases, consequences and conceptualisations

Thurman

(lecture, wed 10-12, 4 ECTS)

From the printing press to social media platforms, mediated communication has always been reliant on technology. However, information communication technology is, arguably, changing more profoundly and rapidly now than ever before, affected by - and itself affecting - the forms media takes and how it is produced, consumed, and regulated. We see divergence and convergence in media formats, from live blogs to immersive storytelling. Technologically-enabled amateurs and non-human actors, like algorithms, are playing an increasingly important part in media production. Technology is also interacting with how news and media audiences behave, which in turn is prompting changes in how those audiences are measured and their consumption regulated.

In this English-language lecture series, Professor Neil Thurman will look at some of the **cases and consequences of mediated communication in contemporary society** and how we can conceptualise what we find.

Online Surveys: Uses and Creation via SoSci Survey

Leiner, Oe67

(3-day-block course, 3 ECTS)

Comprehensive **introduction 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?). Time and date: tba.

Artificial intelligence – a look under the hood and applications in practice

Schwabl, Aka7

(seminar, 2h/week, fri 12-2pm/
or 2-4pm (tba), 5 ECTS)

Anyone remotely concerned with digital media and the data powering the digital media ecosystems is talking about Artificial Intelligence (AI) these days. There are hopes and fears connected to the advancement of AI. However, **how does AI work and how do practitioners in communication professions use AI in their jobs?**

To answer these questions the goal of this course is twofold. We first want **to develop a basic understanding of what AI is and how it works**. We will not go into programming or mathematics of AI, so do not be afraid. Our goal is a conceptual overview of the field of AI and developing a feeling for what it is, what you can do with it, and what you can't do with it.

The second goal is **to get an overview of how AI is applied and used by practitioners in communication professions**. To this end we will talk to people working in areas like publishing, journalism, data science, and others.

The examination is to be conducted in the form of a term paper (15,000 characters, about 7 to 8 pages) on a topic relating to the course and chosen by the students themselves. I will give some proposals during the course.

The seminar language is English, term papers can be written in English or German.

**The Blame Game: How
Communication Professionals
Frame Crisis Situations**

Elmezeny, Oe67

(seminar, 4h/week, tue 2-6pm,
11 ECTS)

In this seminar we will mainly be learning **how to apply one of the most fundamental methods of qualitative data analysis** in media and communication science: **content analysis**. Collecting press releases and other official communication from various organizations, we will apply this data analysis method to observe how PR professionals frame their statements during times of crisis.

Utilizing a **specific qualitative content analysis approach**, we will **create our own coding agenda** to analyze this official public relation and strategic communication from various organizations that disseminate information during times of crisis. To build our agendas and understand how PR professionals frame these official statements, we will apply various theories of framing and situational crisis communication. Students will work in groups and select their own crisis to work on throughout the semester.

**Understanding Digital
Information Flow via
Computational Methods**

Hase, Aka7

(seminar, 4h/week,
fri 10am-2pm, 11 ECTS)

In an increasingly fragmented digital information environment, audiences can retrieve information across a variety of platforms, such as news websites and social media platforms. Furthermore, information often spreads across these and is updated by the minute, something often discussed as digital information flow or digital information diffusion.

In this seminar, we learn **how to use computational methods** - in particular, web scraping and automated content analysis using R - **to study the flow and diffusion of digital information**. We will learn how to scrape websites, e.g., news websites, to track the flow of information and how to use automated content analysis, e.g. dictionaries, to understand what information is shared where.

The seminar is held in English (planned as an in-person meeting, but we may switch to virtual if needed). Students will have to give presentations and write a paper on an empirical project they conducted for final assessment.

Important: Please be aware that this is a research seminar employing computational methods, meaning you will have to learn how to program with R. Previous knowledge of R is not a requirement, but you will have to be interested and willing to learn R via digital tutorials, which we will discuss in class.

**Two Sides of the Same Coin?
Visual Strategic
Communication Across
Cultures**

Elmezeny, Oe67

(research seminar, 4h/week,
wed 2-4pm, 7 ECTS)

Recently research on PR has taken a visual turn, giving focus to images and other aesthetic elements utilized by professionals to frame their messages or influence representation. However, not all colors, symbols and figures are treated the same across different countries or cultures. For example, the color red communicates danger in most of the world, while in China it is a symbol of good luck.

In this seminar we're interested how PR professionals utilize various visual elements across different cultures and how this strategic communication influences journalism. This will be made possible by implementing a **qualitative content analysis, focusing on visual PR communication and news content, as well as adopting classic PR theories** (determination and intereffection model). Students will work in complementary groups throughout the semester to research a specific case.

MA Level only

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