



LUDWIG-
MAXIMILIANS-
UNIVERSITÄT
MÜNCHEN

DEPARTMENT OF MEDIA AND COMMUNICATION



Exchange at IfKW Munich Key Data for Incoming Students

Due to the current situation all the organizational decisions are tentative.

Institution Details

Name of Department	Department of Media and Communication (Faculty of Social Sciences)
Postal Address	University of Munich Department of Media and Communication Oettingenstr. 67 80538 Munich, Germany
Website	https://www.en.ifkw.uni-muenchen.de/



International Coordinators

Incoming & Outgoing Students	M.A. Miriam Schnick (Ms) Department of Media and Communication Oettingenstr. 67 Room A011 80538 Munich Phone: +49 89 2180-9524 miriam.schnick@ifkw.lmu.de
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Application and Registration Procedure

Once you are nominated as an exchange student by your home university you need to register at the **International Office of LMU**. 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).



The IfKW **lecture period** in the winter semester 2020|21 will start on November 02, 2020 and end on February 12, 2021 (including examination period).

WELCOME @ IfKW

we would like to welcome our international students at the Department of Media and Communication in the week before the start of the semester. Due to the situation it is currently not possible to arrange the Welcome Day physically. That's why we will have an online class.

Course choice and course 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 the courses by yourself. Your coordinator will apply for you.

IMPORTANT: This only works for courses at IfKW – if you wish to attend courses in another department you must register yourself (the best would be to write an e-mail to the lecturer).

Website

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



Courses at IfKW

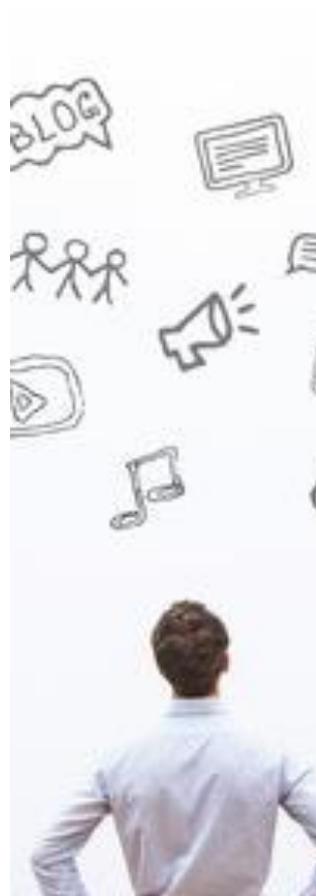
Our seminars for exchange students only, *Professional Communication in Munich* in winter and *Media Institutions in Munich* in summer, give each 7-9 ECTS. The crash course *Writing for academic purposes* is worth 1 ECTS.

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 UG level and 15 ECTS on PG level.

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 winter term 2020|21

- ! According to the current status, the next winter term will be an online semester. If the pandemic development opens up the possibility for offline meetings, these will be voluntary, only occasional and long-term announced.
- If you are planning not to travel to Germany during the semester, please contact us.



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 this seminars - first of all it's fun and second, it is a place for all exchange students from the IfKW to get together.

**Professional
Communication
in Munich**

Schnick
(seminar, 2h/week,
7-9 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. Therefore the students will learn how to write in a journalistic style. Students take part in four field trips to different media companies in Munich. The acquired knowledge will be implemented in a weblog planned, edited and written by the participating students.

**Writing for Academic
Purposes**

Schnick
(crash course, 1 ECTS)

This 3-hour 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 bibliography exercises, library tour (IfKW).

**Mediated communication:
Contemporary cases,
consequences and
conceptualisations**

Thurman
(lecture, 2h/week,
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.

**Communicating Crises:
Using Qualitative Content
Analysis to Observe How PR
Professionals Frame Their
Statements**

Elmezeny
(seminar, 4h/week,
mon 12-16, 10-12 ECTS)

In this seminar we will be primarily learning how to apply one of the most fundamental methods of qualitative data collection and analysis in media and communication science - as well as other social sciences and humanities - in order observe how communicators frame their messages.

Using a precise qualitative content analysis approach, we will be creating our own coding agenda to analyze strategic communication and public relation material from various organizations that are disseminating information concerning several topics or crises.

BA | MA level

Race and Gender in the Media*Tröger*(seminar, 4h/week,
thur 12-16, 10-12 ECTS)

Current protest movements, such as Black Lives Matter or Me Too, point to longstanding structural inequalities based on issues of gender and race. Media, in particular the news, play a central part in this. They allow for a flow of information (such as current protests in the United States) while generally being part of the very structures that are being criticized by protesters. Negotiating between these dynamics (grassroots protests vs. mainstream media), this class draws on critical race and gender studies to ask how issues of gender and race are being represented in the news media. It does so by using qualitative content analysis. All students will, thus, gain a profound understanding of this qualitative research method. Addressing international students as much as German students, the goal of this class is a comparative cross-country analysis of media coverage of Black Lives Matter or Me Too. More importantly, however, students will gain a much broader understanding of sociopolitical issues relating to gender and race reaching far beyond those of media and news coverage.

Media audience analysis*Thurman*(seminar, 4h/week,
thur 08-12, 10-12 ECTS)

This seminar focuses on the methods used by media publishers, advertisers, and policy makers to measure media audiences. We will learn about the methods used to measure audiences across the major media platforms: print newspapers and magazines, radio and television, and online. We will also learn how these methods are evolving in light of contemporary developments such as audience fragmentation and the multiplatform strategies of media brands. In the empirical part of the seminar we will work with actual audience data collected using a variety of methods (e.g. surveys, panels, and server-side measurement) to conduct an original research project.