



UNIVERSITÄT
LEIPZIG

Institute for Communication and Media Studies
Empirical Communication and Media Research II
Prof. Dr. Alexander Godulla

Research seminar Research in Transformation of Communication

*Summer Semester 2022
Master Communication Management
Master Global Mass Communication*

Module "Digitalization, Technological Innovations and Content"

In this course, students acquire the competence to conduct complex research projects at an internationally compatible level, to apply relevant practices of international scientific exchange and to formulate research results in such a way that they can be presented at international conferences and published in international journals. The seminar builds on the corresponding courses of the previous semester, which are integrated and further developed in an international research context. In particular, it will become clear how empirical research is condensed through abstracts, optimised within the framework of peer review procedures and published in the form of a full paper.

Time and Place: Wednesdays, 15:15-17:45 (Room 1.01)

Examinations individual: Abstract

Examinations group: Conference organisation, conference presentation, full paper

Allocation of the groups: The students remain in their previous project groups

Schedule

Date	Topic
13.04.22	Welcome, introduction to the seminar plan, overview of the exams (all)
20.04.22	Presentation of a selected Call for Papers (Godulla) How to write a scientific abstract and respond to a call (Godulla) To Do: Abstract - Submission of an individual link on Google Docs by email by 25 April, 12 noon.
27.04.22	Implementation of a Peer Review Process (all) How to present your research results at a conference (Godulla)
04.05.22	Joint planning of an International Virtual Conference I (all, independent)
11.05.22	Presentation of a conference concept (all) Individual meetings Group 1-6: Preliminary discussion Conference presentations To Do: Presentation - Submission of a shared group link on Google Sheets by email by 23 May, 12 noon.
18.05.22	Joint planning of an International Virtual Conference II (all)
25.05.22	How to write a full paper (Godulla) Individual meetings Group 1-6: Feedback Conference presentations
01.06.22	International Virtual Conference: Day 1 (all)
08.06.22	International Virtual Conference: Day 2 (all) Debriefing International Conference (all)
15.06.22	Joint planning of an International Publication I (all, independent)
22.06.22	Presentation of a publication concept (all) Independent work on Full Papers To Do: Draft I Full Paper - Submission of a shared group link on Google Docs by email by 27 June, 12 noon.
29.06.22	Individual meetings Group 1-6: Feedback Draft I Full Paper
06.07.22	Independent work on Full Papers To Do: Draft II Full Paper - Submission of a shared group link on Google Sheets by email by 11 July, 12 noon.
13.07.22	Joint planning of an International Publication II (all) Final discussion and feedback Individual meetings Group 1-6: Feedback Draft II Full Paper