



UNIVERSITÄT
LEIPZIG

Institut für Kommunikations-
und Medienwissenschaft
**Professur für Medien-
und Kommunikations-
wissenschaft**

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Method specialization Media Cultures

Module 06-005-590: Method specialization I

Monday 11.00-13.00, Nikolaistr. 1.06

Module description:

In the module, central research fields of media culture research are presented and developed using examples. The interrelationship between media of media and cultural forms in the age of digital media. The seminar serves to reflect on research results and theories on the connections between media development, lifestyles, relationships of meaning and cultural expression in their social, technological and / or historical contexts. In the exercise, central methods and approaches of media culture research are media culture research and basic procedures of data collection data collection, data generation, data analysis as well as the interpretation and analysis and the interpretation and presentation of results (this may include Knowledge of interview and group discussion methods; content analysis, document analysis, discourse analysis; grounded theory; media ethnography; visual methods and digital methods). The module aims at a problem-oriented mediation and application of these methods in different media-cultural fields of research or application.

Aims:

Students acquire in-depth knowledge of central fields of research of media culture research. They are able to critically reflect on research results, develop their own questions against the background of the research field and develop and evaluate a research design based on theories on the connection between media and cultural forms. Students become familiar with central methods and approaches of media culture research and are able to generate and evaluate empirical data using the methods identified in the module and to critically reflect on and classify their significance and classify them.

The seminar on method specialization in media studies explores key non-traditional approaches relevant to the analysis of media cultures. It introduces students to various methods that can be used to scrutinize the relationship between media, technology, and cultural practices. The course delves into survey methods like co-

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creative design research, mind scripting and more, highlighting participatory approaches in media studies. Sessions about analytical processes, transcription and various evaluation methods make up the second half of the seminar. The course covers multimodal discourse analysis to interpret media texts and grounded theory. Students engage with practical applications, critically reflecting on how media users, platforms, and content interact within evolving digital environments. By engaging with the selection of approaches, the course aims to present an expanded methodical toolkit for studying media, emphasizing innovative ways to examine user interactions, narratives, and digital environments.

Participation

The seminar will probably take place predominantly offline and will include both synchronous and asynchronous elements. If circumstances make it necessary, we will go hybrid, i.e. partly online and partly offline. If necessary, the shared ZOOM room will be announced.

Task of all seminar participants:

All participants fulfill the tasks specified in the respective sessions for the next session.

Examination:

The examination performance in the module consists of a portfolio

The portfolio must be written in accordance with Section 11, Paragraph 3 of the MA Communication and Media Studies examination regulations (2018 version).

“Portfolios group together various achievements and should reflect the different topics of the courses and their implementation by the students. Examples of portfolio achievements:

Presentations, case study solutions, documentations, research concepts, evaluation and presentation of research data, exercises, papers and minutes. The composition of the portfolio will be announced by the lecturers at the beginning of the module. Work for the portfolio is completed during the entire lecture period. The processing time for compiling the portfolio after all the work has been completed is four weeks.”

preliminary schedule

Date	Course	
7.4.	Getting started	Introductory session
14.4.	Survey methods	Co-creative/ Design Research methods I
21.4. Holiday		–
28.4.		Co-creative/ Design Research methods II
5.5.		Mind Scripting I
12.5.		Mind Scripting II
19.5.		Data journeys/ walkthroughs I
26.5.		Data journeys/ walkthroughs II
2.6.	Evaluation methods	Analytical process
9.6. Holiday		–
16.6.		Transcription
23.6.		Multimodal discourse analysis
30.6.		Grounded Theory
7.7.		presentations

