



UNIVERSITÄT LEIPZIG

Institut für Kommunikations-
und Medienwissenschaft

Universität Leipzig, IFKMW, IPF 165122 | Ritterstraße 24 | D-04109 Leipzig

Seminar Wintersemester 2020/2021

(S) Digitale Medien, Kultur und Bildung: Digital Storytelling on Instagram (Englischsprachig)

Master of Arts Kommunikations- und Medienwissenschaft
Master of Arts Global Mass Communication
Master of Science Journalism

Modul 06-005-583 Digitale Medien, Kultur und Bildung

Rosanna Planer, M.A./M.Sc.

Dienstag, 11:15 Uhr bis 12:45 Uhr, Start: 27.10.2020
bis auf Weiteres über Zoom (der Raum ist ab 11 Uhr geöffnet)

Short Description

The seminar "Digital Storytelling on Instagram" combines the current journalistic trend of multimedia storytelling with one of the most frequented social media channels among young audiences. By analyzing Instagram stories posted by journalistic media outlets, similarities and differences in terms of frequency, content and style of these stories give insight into different modes of storytelling.

Topic

Ever since journalism moved online, digital storytelling and multimedia storytelling evolved as different modes of informing and entertaining the public with the help of digital media. Research has thus far investigated journalistic storytelling production and publication on websites, but research on Instagram storytelling is still scarce.

Since Instagram is one of the most frequented social media channels among the important target group of millennial audiences, media outlets use their Instagram accounts to attract these audiences and established a new way of storytelling. Thereby, the content of these stories seems heterogeneous: Some media outlets seem to use these stories in order to advertise for their websites, while others communicate breaking news, and again others display background information.

In order to shed light on the storytelling techniques used by media outlets on Instagram, the seminar „Digital Storytelling on Instagram“ follows three goals:

- 1) to understand digital storytelling in the journalistic sense,
- 2) to analyze Instagram stories of different national and international media outlets, and
- 3) to deduct different storytelling strategies of media organizations on Instagram.

The seminar is structured according to these three goals: In the first weeks, a look into the literature body on digital storytelling in journalism provides the students with the necessary background information for the upcoming second phase, within which they will analyze the Instagram stories of different

Fakultät für Sozialwissenschaften
und Philosophie
Institut für Kommunikations- und
Medienwissenschaft

Rosanna Planer, M.A./M.Sc.

Universität Leipzig
Institut für Kommunikations-
und Medienwissenschaft
Professur für Empirische Kommuni-
kations- und Medienforschung II

Büro
Nikolaistraße 27–29
D-04109 Leipzig

Post
Ritterstraße 24, IPF 165122
D-04109 Leipzig

Telefon
+49 341 97-35742

E-Mail
alexander.godulla@uni-leipzig.de

Web
<http://bit.ly/Godulla>

relevant media outlets. The analysis takes place with the help of a collaboratively created codebook; a test coding will be conducted in class. Finally, the students present and compare their results, deducting storytelling techniques and implications for both research and practice.

Since the seminar still takes place in times of a global crisis, both instructor and students are facing a challenge they can only overcome together. Conducting research on a high level with scarce resources and without knowledge about the further development of the epidemic makes it even more important to collaborate and communicate honestly, to stay flexible and to be willing to gain new competences under unclear circumstances. The seminar plan is seen as a reaction to these circumstances.

Method

Qualitative content analysis of Instagram stories

Assignment

Portfolio: t.b.a.

Seminar plan and topics

t.b.a.

Contact

Rosanna Planer M.A./M.Sc. (rosanna.planer@uni-leipzig.de)

Literature

t.b.a.