



**ACADEMIC COURSE WINTER SEMESTER 2022
MASTER COMMUNICATION MANAGEMENT, MODULE 06-005-537**

International Research in Communication Management (V)

Prof. Dr. Ansgar Zerfaß

Monday, 15:15–16.45hrs, Nikolaistr. 27–29, Room 1.01, on the following dates:
10.10.2022, 17.10.2022, 24.10.2021, 07.11.2022, 14.11.2022, 21.11.2022
Examination: Portfolio deliverables, due during the course.

Topic

The course addresses current debates in international research that are relevant for managing strategic communication. Communication leaders and their teams need to understand trends in society, management and technology for two reasons. First, they are often asked by top management and other executives how such developments influence public opinion building, stakeholder expectations, relationships, and the communicative positioning of their organizations. Second, they have to assess how those trends impact the communications function of their organization in general or their department specifically – for example with regard to structures, processes, culture, strategies, platforms, etc.

A key challenge is usually to understand the essence of research insights from a managerial point of view without going in too much details about study designs, conclusions for other disciplines etc., and without limiting one's own thoughts by referring to mainstream corporate communications practices and research.

This also means that it is necessary to monitor research beyond the existing body of knowledge in the field. For example, research on digitalization can be found in fields like information technology, management, marketing, and media culture. Sustainability and legitimacy is a key topic in strategic management, business ethics and CSR, and also discussed in human resources management, production, sourcing, marketing, etc. Insights on social and political change are mainly produced by sociology, political science, or cultural studies, but also reflected by marketing and management scholars.

Learning objectives

Upon completion of the course, students will know how to critically reflect current debates, theories, concepts and insights from international research in communication management and adjacent disciplines. They will be able to classify them in the context of their authorship and contexts of origin. Specifically, they can identify

- challenges and opportunities for corporate communications practice; this knowledge can be used when working on case studies in the parallel seminar “Global Corporate Communications” in this module;
- opportunities for future research in communication management; this knowledge can be used as a starting point to design individual master theses in the following semester.

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Method

The course is based on individual readings and interactive discussions. The lecturer provides a selection of articles which will be read by all students ahead of the sessions. In each session, the authors and their disciplinary background will be introduced by the lecturer. A two-person student team will provide a short presentation (max. 10 min.) for each article focusing on three questions: a) What are they key insights of the study or article?; b) How can this impact corporate communications practice?; c) How can this inspire future research in communication management, e.g., in a master thesis? The proposals will be discussed by all participants and commented by the lecturer.

Three renowned international researchers will join the class virtually as part of the “*Leipzig Lectures in Strategic Communication*” series. The speakers will highlight key insights of their research themselves. Therefore, the student in charge will act as moderator, facilitating a debate between the guest speakers and the class on the practical implications of their studies and potential follow-up research.

In each session, a student takes notes and prepares minutes of the debate (max. 4 pages, bullet point style).

Presentations and minutes shall be sent to the lecturer within three days (until Thursday evening). Everything will be made available on Moodle, which means that all participants can profit from the knowledge and ideas generated in the different sessions.

Module overview and examination

This course is part of the module “International Communication”. Students enrolled have to attend both classes. Examination: Portfolio, composed of a) case study solution with presentation (in the seminar), b) presentation, moderation or minutes (in the lecture). Grading is based on a). Presentations, moderations and notes have to be assessed as “passed”. Regular attendance during this course is required, as study regulations require 15 hours of presence time for acquiring credit points in this course. Please inform the lecturer in any case of illness etc. via e-mail.

Digital platforms

This course will be taught in presence, but we will be able to switch to hybrid or digital teaching if necessary. Please make sure that you can use zoom.us (<https://zoom.us/>) to its full extent.

Schedule

Technology: Research on artificial intelligence and automated communications	
Mon 10.10.2022	<p>Course introduction</p> <p>Literature to be discussed:</p> <ul style="list-style-type: none">Holweg, M., Younger, R., & Wen, Y. (2022). The reputational risks of AI. <i>California Management Review</i>. https://cmr.berkeley.edu/2022/01/the-reputational-risks-of-ai/ Presentation: Sabrina Zierer, Catherine WinkelBuhmann, A. & White, C. (2022). Artificial intelligence in public relations: Role and implications. In J. Lipschultz, K. Freberg & R. Luttrell, R. (Eds.), <i>The Emerald handbook of computer-mediated communication and social media</i> (pp. 625–638). Emerald. Presentation: Sarah Willer, Laura Wettengel Minutes: Fabian Saxinger
Mon 17.10.2022	<p>Guest speaker and discussant (Leipzig Lecture):</p> <ul style="list-style-type: none"><i>Prof. Linjuan Rita Men, Ph.D., University of Florida, Gainesville, FL, USA.</i> Rita Men is Professor of Public Relations in the College of Journalism and Communications at the University of Florida. Her research interests include internal communication, leadership communication, emerging technologies, entrepreneurial communications, and measurement and evaluation. She has published more than 80 articles in refereed journals, and is the lead author/editor of three books, “Excellence in Internal Communication Management” (2017), “Strategic Communications for Startups and Entrepreneurs in China” (2020), and “Current Trends and Issues in Internal Communication: Theory and Practice” (2021). Men earned her doctorate from the University of Miami and holds a master’s degree in communication from Hong Kong Baptist University and a bachelor’s degree in International Communication with an honors minor in Innovation and Entrepreneurship from Zhejiang University, China.

	<p>Literature to be discussed:</p> <ul style="list-style-type: none"> • Men, L. R., Zhou, A., & Tsai, W.-T. S. (2022). Harnessing the power of chatbot social conversation for organizational listening: The impact on perceived transparency and organization-public relationships. <i>Journal of Public Relations Research</i>, 34(1–2), 20–44. Moderation: Friederike Rummeni • Cronic, C., Thomaz, F., Hadi, R., & Stephen, A. T. (2022). Blame the bot: Anthropomorphism and anger in customer–chatbot interactions. <i>Journal of Marketing</i>, 86(1), 132–148. Presentation: Adrian Liehr, Kathleen Lehmann Minutes: Christina Lehmann
<p>Management: Research on messaging and listening strategies</p>	
<p>Mon 24.10.2022</p>	<p>Literature to be discussed:</p> <ul style="list-style-type: none"> • Hoffjann, O. (2022). Between strategic clarity and strategic ambiguity – oscillating strategic communication. <i>Corporate Communications: An International Journal</i>, 27(2), 284–303. Presentation: Eike Landau, Torben Krüper • Koniak, P., & Cwalina, W. (2022). Does it pay to avoid speaking straight about controversial issues? Impact of argumentative ambiguity on the perception of the speaker. <i>Journal of Communication Management</i>, 26(1), 84–97. Presentation: Jule Klausmeyer, Pauline Johe Minutes: Nick Hoffmann
<p>Mon 07.11.2022</p>	<p>Guest speaker and discussant (Leipzig Lecture):</p> <ul style="list-style-type: none"> • <i>Prof. Shannon A. Bowen, Ph.D., University of South Carolina, Columbia, SC, USA</i> Shannon A. Bowen is Professor in the School of Journalism and Mass Communications and Faculty Affiliate in the Artificial Intelligence Institute at the University of South Carolina. She specializes in applied ethics, issues management, and decision models for helping organizations better face challenges. She teaches and researches ethics across corporations, public affairs, and government. She has published more than one hundred journals articles, book chapters, books, and encyclopedia entries, as well as the “Dictionary of Public Relations Measurement and Research” (3rd ed.). She has won numerous academic awards, an IABC grant “The Business of Truth,” and the JJ&W Behavioral Science Research Prize. Her degrees include a Ph.D. from the University of Maryland (communication ethics, business management), a M.A. from the University of South Carolina (crisis management) and a B.A. from University of North Carolina at Chapel Hill (sociology, journalism). <p>Literature to be discussed:</p> <ul style="list-style-type: none"> • Neill, M. S., & Bowen, S. A. (2022). Employee perceptions of ethical listening in U.S. organizations. <i>Public Relations Review</i>, 47(2021), 102123. Moderation: Chantal Hermann • Yip, L., & Fisher, C. M. (2022). Listening in organizations: A synthesis and future agenda. <i>Academy of Management Annals</i>, 16(2), 657–679. Presentation: Xenia Grohmann, Tanja Graf Minutes: Laura Goyn

Society: Research on legitimacy and strategic communication in geopolitical arenas	
Mon 14.11.2022	<p>Literature to be discussed:</p> <ul style="list-style-type: none"> Harvard Business Review 2022 section on Corporate Purpose: Knowles, J., Tunsaker, B. T., Grovem, H., & James, A. (2022). What is the purpose of your purpose? <i>Harvard Business Review</i>, 100(2), 36–43. Gulati, R. (2022). The messy but essential pursuit of purpose. Win-win solutions are less common than we think. <i>Harvard Business Review</i>, 100(2), 45–52. Presentation: Agapi Giagozidou, Felix Gasteyer Fitzsimmons, A. B., Qin, Y. S., & Heffron, E. R. (2022). Purpose vs mission vs vision: persuasive appeals and components in corporate statements. <i>Journal of Communication Management</i>, (26)2, 207–219. Presentation: Sophie Dietrich, Katherina Cremers Minutes: Paula Christoph
Mon 21.11.2022	<p>Guest speaker and discussant (Leipzig Lecture): <i>Prof. Dr. Katerina Tsetsura, University of Oklahoma, Norman, OK, USA.</i></p> <p>Katerina Tsetsura is the Gaylord Family Professor of Public Relations and Strategic Communication at the University of Oklahoma. She is internationally known for her work in global public relations and media transparency. She has over 80 peer-reviewed publications and presented more than 100 conference papers. Her research areas include global public relations development, ethics, media transparency, social construction of public relations, women in the field of strategic communication, public diplomacy and government relations, and understanding and countering disinformation. Although she has lived in six countries throughout her life, Dr. Tsetsura’s heritage is Russian and Ukrainian, and she maintains a continuing relationship with academics and practitioners in the region. She holds degrees from the United States (Purdue University; Ph.D.; Fort Hays State University; M.S.) and Russia (Voronezh State University; Specialist with Diploma).</p> <p>Literature to be discussed:</p> <ul style="list-style-type: none"> Luoma-Aho, V., Tsetsura, K., & Kugappi, A. (2021). Russian strategic communications on the global stage. In K. Tsetsura & D. Kruckeberg (Eds.), <i>Strategic communications in Russia</i> (pp. 12–26). Routledge. Moderation: Julia Burghaus Insisa, A. (2021). China’s discourse on strategic communications. Insights into PRC external propaganda. <i>Defence Strategic Communications</i>, 10(1), 111–152. Presentation: Lina Blenninger, Sophia Blau Minutes: Leonie Beck, Amelie Baryal <p>Closing debate and course evaluation</p>

Contact

Professor Zerfass offers regular consultation hours; please visit <https://bit.ly/StratKomm> to see details.

Course material

The literature for this course will be made available for download on the learning platform Moodle at <https://moodle2.uni-leipzig.de/course/view.php?id=33779>. The password will be sent to everybody enrolled in the course by the lecturer. Presentation and notes by the students as well as literature for the parallel course “Global Corporate Communications” will also be uploaded there.