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

Prof. Dr. Christian Pentzold

Universität Leipzig, Institut KMW, IPF 165141, 04081 Leipzig

Universität Leipzig

Institut für Kommunikations- und
Medienwissenschaft

Nikolaistraße 27–29
04109 Leipzig

Telefon
+49 341 97-35 700

Fax
+49 341 97-35 794

E-Mail
christian.pentzold@uni-leipzig.de

Web
www.uni-leipzig.de

Postfach intern
165141

Kein Zugang für elektronisch
signierte sowie für verschlüsselte
elektronische Dokumente

Seminar Media – Data – Time

Master's Program in Communication and Media Studies
Module Communication, Media and Society II
Thursday, 1:00 to 3:00pm, Nikolaistr. 1.06
(last edited: August 22, 2023)

MOODLE course: https://moodle2.uni-leipzig.de/course/view.php?id=44640

Module: Communication, Media and Society

The module deals with the structural conditions and consequences of media development in order to gain a comprehensive understanding of public communication as a special form of social communication. In the foreground, media systems and structures as well as the social conditions that shape them are analyzed. These include institutional structures, legal and political conditions, economic imperatives and impact structures, social conceptions of norms, history and technical innovations. At the same time, the effects of the media society on social sub-areas such as politics, economy and culture are of interest. To this end, basic features of the media system with a focus on media policy, law, ethics, economics, media culture and media design as well as intercultural communication will be addressed in the courses.

Aims of the seminar

Perceiving, experiencing and managing time determine our everyday life. Often this means stress, rarely relaxation. And in general, we experience more acceleration than deceleration in our lives, according to the general diagnosis. At the same time, the media we deal with every day have their own time, such as the program structure of television and radio, the speed of news feeds or the length of reels. The seminar deals with this fundamental but rarely discussed level of media use and media appropriation.

The seminar is designed as a reading and discussion seminar. Students acquire a critical understanding of datafied societies and gain a deeper insight into their basic elements. They will learn about approaches and problems in media and communication studies in dealing with questions of temporality, datafication and media. Students practice

transferring these conceptual foundations to individual areas of action and life. Furthermore, students practice teamwork, scientific work and presentation skills.

Seminar participation
The seminar is expected to take place mostly offline and will include synchronous as well as asynchronous elements.

Task for all seminar participants:

Three days before the seminar date, all participants will upload the assignments required for the respective session to the MOODLE course of the seminar. More details in the respective session descriptions.

Task of the expert groups: The expert groups are to

a) give a short technical input of max. 20 minutes to selected sessions, explaining the respective horizon of the topic in more detail or introducing further case studies from the respective field (i.e., please DO NOT reproduce the seminar texts, these can be assumed to be known!). For this purpose, please write a short position paper and subsequent minutes of the meeting!

b) formulate further questions and lead an approx. 30-minute discussion.

Exams
The examination regulations of the M.A. KMW require a term paper for the successful completion of the module Communication, Media and Society (06-005-551). The duration of the term paper is six weeks. Group work is possible after consultation with the lecturers; the contribution of the individual participants must be clearly recognizable and assessable. The examination regulations do not stipulate a minimum or maximum length for term papers, as this depends on the topic and the research question.

The examination regulations of the M.A. KMW require a term paper for the successful completion of the module Communication, Media and Society (06-005-551). Group work is possible by arrangement, in which case the contribution of the individual participants must be clearly recognizable and assessable. The examination regulations do not stipulate a minimum and maximum value for the scope of term papers, as this depends on the topic and the question.

Within the module Communication, Media and Society (06-005-551) two seminars have to be attended: We will assign in which of the seminars you will write your term paper. However, you may indicate your preferences. Please write an email to Mrs. Hellmuth (sekrkowi@uni-leipzig.de) no later than Monday, December 11, 2023, indicating which seminars you would like to take and in which one you would like to write your term paper. We ask for your understanding in advance that we cannot consider all first preferences in case of unequal distribution.

The deadline for all term papers is March 15, 2024. You will receive further information on the content and form of the term papers from the lecturers with whom you are writing your term paper.

The following requirements apply to the term paper in the seminar Communication and Media Ethics: The term paper should discuss an ethical problem (to be chosen by you) in the field of communication and media with the help of the theories and methods taught in the seminar. The structure should follow models of ethical decision making (e.g., Watley 2014, Bouwwer 2019). For formal requirements, see a fact sheet on Moodle. In the seminars Media – Daten – Zeit and Media – Data – Time, the topics and requirements will be discussed in the course.

Program

12 Oct 2023   **Introduction, Housekeeping**

19 Oct 2023   **Task: My Time** (asynchronous, MOODLE)

> *All participants: Consider: To what extent does media condition your experience of time? And which media technologies and applications do you use to manage your time? And: Who or what else determines (about) your time and the possibilities to experience and shape it? Write a short reflection (300-500 words). Please upload your reflection by October 15, 2023 (on MOODLE).*

26 Oct 2023   **Is there time – and if yes, how many are there?**

Nowotny, H. (1996). Time. Polity.

Adam, B (2006). Time. Theory, Culture and Society, 23(2–3), 119-138.

Basics

2 Nov 2023   *Christian is traveling*

9 Nov 2023   **What's media bgot to do with time?**

Peters, J.-D. (2015). Marvelous Clouds. MIT Press.

Fornäs, J. (2016). The Mediatization of Third-Time Tools: Culturalizing and Historicizing Temporality. IJOC, 10. https://ijoc.org/index.php/ijoc/article/view/5082/1821

Wajman, J. (2019). How Silicon Valley Sets Time. New Media & Society, 21(6),

16 Nov 2023   **Why is everything going so fast these days?**

Rosa, H. (2020). Social Acceleration. Columbia. (2.3 + 4).

Wajcman, J. & Dodd, N. Hrsg. (2017). The Sociology of Speed. Oxford University Press. (Kap. Intro).

All participants: Reflect: Do you share Hartmut Rosa's diagnosis that everything is getting faster? What would be possible countermeasures?

23 Nov 2023   *Day of Repentance and Prayer*

30 Nov 2023   **How and why is time experienced differently?**

Sharma, S. (2014). In the Meantime. Duke University Press. (Intro + Conclusion).

Wajcman, J. (2016). Pressed for Time. Chicago University Press. (Kap. 1 + 3).

Data, platforms, and time

7 Dec 2023   **How do platforms do time?**

Bucher, T. (2020). The Right-time Web. New Media & Society, 22(9), 1699-1714.

Weltevrede, E., Helmond, A. & Gerlitz, C. (2014). The Politics of Real-time. Theory, Culture & Society, 31(6), 125-150.

Kaun, A. & Stiernstedt, F. (2014). Facebook Time. New Media & Society, 16(7), 1154-1168.

14 Dec 2023   **Today – What does it mean to communicate 'now'?** (expert group 1)

Coleman, R. (2020). Making, Managing and Experiencing 'the now'. New Media & Society, 22(9), 1680-1698.

Highfield, T. (2023). Be real now. Flow. http://www.flowjournal.org/2023/02/bereal_now_temporal_authenticity/

Barassi, V. (2020). Datafied times. New Media & Society, 22(9), 1545-1560.

Expert group 1: How do media construct simultaneity and in what ways do media users coordinate through their media?

Please upload the minutes of the meeting to MOODLE by December 15, 2023.

4 Jan 2024	**Yesterday – How do platforms help us tp cope with the past?** (expert group 2)

Hoskins, A. (2018). The Restless Past. In: Ders. (Hrsg.), Digital Memory Studies. Routledge, 1-24.

Smit, R. (2018)). From Personal to Personalized Memory: Social Media as Mnemotechnology. In: Z. Papacharissi (Hrsg)., A Networtked Self. Routledge, 209-223.

Humphreys, L. (2020). Birthdays, anniversaries, and temporalities. New Media & Society, 22(9), 1663-1679.

Expert group 2: What role do media play in remembering? How do they recall the past?

Please upload the minutes of the meeting to MOODLE by January 10, 2024.

18 Jan 2024	**Tomorrow – How are digital used to foresee the future?** (expert group 3)

Andrejevic, M. et al. (2020). From Pre-emption to Slowness. New Media & Society, 22(9), 1528-1544.

Ananny, M. & Finn, M. (2020) Anticipatory News Infrastructures. New Media & Society, 22(9), 1600-1618.

Pentzold, C. & Fechner, D.J. (2020): Data Journalism's Many Futures: Diagrammatic Displays and Prospective Probabilities in Data-Driven News Predictions. Convergence, 26(4), 732-751.

Expert group 3: In what ways do media forecast and shape futures?

Please upload the minutes of the meeting to MOODLE by February 1, 2024.

25 Jan 2024	**Discussion of term paper topics, open questions**