



**ACADEMIC COURSE WINTER SEMESTER 2024  
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:  
14.10., 21.10., 28.10., 04.11., 11.11., 18.11.2024  
Examination: Portfolio deliverables, due during the course.

**Topic**

This course provides an opportunity to discuss current and emerging research topics, concepts and theoretical perspectives in communication management and to familiarize with important researchers in the field. The selection of issues is based on a review of articles published during the last months in the leading journals in strategic communication, public relations, marketing communication and general management.

(Future) communication leaders need to understand such debates for two reasons. First, top executives, team members or external clients may seek their expert advice how emerging topics will impact public opinion building, stakeholder expectations or communication practices. Second, they have to assess how their own role, team, department or agency will be affected and what can be done based on new insights – for example with regard to structures, processes, culture, strategies, platforms, etc.

Researchers, on the other hand, follow these debates to catch up on the growing body of knowledge, identify new research directions that might inspire their own work, and challenge existing concepts and perspectives.

**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 strategic communication 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 when designing individual master theses in the following semester.

Sekretariat:  
Cornelia Böhlend  
Telefon +49 341 97 35040  
stratkomm@uni-leipzig.de

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**Universität Leipzig**  
Institut für Kommunikations-  
und Medienwissenschaft  
Lehrstuhl für  
Strategische Kommunikation  
04081 Leipzig

Besucheradresse:  
Nikolaistraße 27-29  
04109 Leipzig

Für Pakete und Expresssendungen:  
Ritterstraße 24, IPF 165153  
04109 Leipzig

**Telefon**  
+49 341 97-35040

**Fax**  
+49 341 97-35049

**E-Mail**  
zerfass@uni-leipzig.de

**Web**  
www.communicationmanagement.de

## Method

The course is based on individual readings and interactive discussions. The lecturer provides a selection of articles that 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 the key insights of the study or article?; b) How can this impact communication management practice?; c) How can this inspire future research in communication management in the context of a master's thesis – e.g., regarding research topics, research questions, methodology? The proposals will be challenged and discussed by all students and 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. One student in charge will act as moderator, prepare questions and facilitate a debate between the guest speakers and the class on the practical implications of their studies and potential follow-up research.

In each session, other students take notes and prepare minutes of the debate (max. 3 pp., bullet point style).

Presentations and minutes shall be uploaded to Moodle within four days after the meeting (until Friday evening). Please use the following file syntax: “Number – Presentation/Minutes – YourName1 YourName1.pdf”, e.g. “01 – Presentation – Meier Müller.pdf” or “01 – Minutes – Schmidt.pdf”. The documentation shall ensure that everybody can profit from the knowledge and ideas generated in the different sessions.

## Moodle course

The literature for this course is available for download on the digital 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.

## 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.

## Format

This course will be taught in the classroom in presence.

## Schedule

| <b>Technological discourse: Research on augmentation, automation and themedia environment</b> |   |
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| Mon 14.10.2024  | <p><b>Course introduction</b></p> <p><b>Literature to be discussed:</b></p> <p>(01) Hopf, K., Müller, O., Shollo, A., &amp; Thiess, T. (2023). Organizational implementation of AI: Craft and mechanical work. <i>California Management Review</i>, 66(1), 23–47. <a href="https://doi.org/10.1177/00081256231197445">https://doi.org/10.1177/00081256231197445</a></p> <p>Presentation: Abel Fekada, Alexandra Grüber</p> <p>Minutes: Anna Kollmer</p> <p>(02) Weller, T., &amp; Lock, I. (2024). Automated communication's impact on strategic communication: Implications from a systematic review. <i>International Journal of Strategic Communication</i> (online first). <a href="https://doi.org/10.1080/1553118X.2024.2379501">https://doi.org/10.1080/1553118X.2024.2379501</a></p> <p>Presentation: Carl Friedrich Krauß, Christopher Buller</p> <p>Minutes: Christopher-Hannes Witerspan</p> |
| Mon 21.10.2024  | <p><b>Guest speaker and discussant (Leipzig Lecture):</b></p> <p><b>Yan Jin, University of Georgia, Athens, GA, USA</b></p> <p><i>Yan Jin</i>, Ph.D., is the Richard Yarbrough Professor in Crisis Communication Leadership, Director of the Crisis Communication Think Tank, and Associate Director of the Center for Health &amp; Risk Communication at the Grady College of Information and Communication, University of Georgia (UGA). Her primary research programs are in the areas of crisis communication, strategic conflict</p>   |

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|   | <p>management, and health risk communication, focusing on the role of emotions and social media in crisis and risk communication theory and application. Yan Jin has received multiple international awards for her publications and academic achievements. She worked at Virginia Commonwealth University, Richmond, VA, before joining UGA in 2014. obtained her doctorate and her master degree from the University of Missouri, Columbia, MO, and holds a bachelor degree from Peking University, Beijing, China.</p> <p><b>Literature to be discussed:</b></p> <p>(03) Karinshak, E., &amp; Jin, Y. (2023), AI-driven disinformation: a framework for organizational preparation and response, <i>Journal of Communication Management</i>, 27(4) 539–562. <a href="https://doi.org/10.1108/JCOM-09-2022-0113">https://doi.org/10.1108/JCOM-09-2022-0113</a></p> <p>Moderation: Denisa Kunz<br/>Minutes: Vanessa Freudl</p> <p>(04) Badham, M., Luoma-aho, V., &amp; Valentini, C. (2024), A revised digital media-arena framework guiding strategic communication in digital environments, <i>Journal of Communication Management</i>, 28(2), 226–246. <a href="https://doi.org/10.1108/JCOM-03-2023-0031">https://doi.org/10.1108/JCOM-03-2023-0031</a></p> <p>Presentation: Elise Mattheus, Isabel Merz<br/>Minutes: Jessica Winkler</p>  |
| <b>Managerial discourse: Research on decision-making and corporate resilience</b> |  |
| Mon 28.10.2024  | <p><b>Literature to be discussed:</b></p> <p>(05) Fuchs, J, Sandell, S., &amp; Shanker, V. (2023). It’s time to refine your company’s principles. <i>Harvard Business Review</i>, 102(6), 122–131. <a href="https://hbr.org/2023/11/its-time-to-define-your-companys-principles">https://hbr.org/2023/11/its-time-to-define-your-companys-principles</a></p> <p>Presentation: Johanna Twittenhoff, Jule Schepers<br/>Minutes: Julia Stumpf</p> <p>(06) Sheth, A., &amp; Sinfield, J. V. (2023), Risk intelligence and the resilient company. <i>MIT Sloan Management Review</i>, 64(4), 26–33. <a href="https://sloanreview.mit.edu/article/risk-intelligence-and-the-resilient-company/">https://sloanreview.mit.edu/article/risk-intelligence-and-the-resilient-company/</a></p> <p>Presentation: Laura Zapke, Kelly Busch<br/>Minutes: Kirsten Göthel</p>   |
| <b>Disciplinary discourse: Research on communication agents and activities</b>    |  |
| Mon 04.11.2024  | <p><b>Guest speaker and discussant (Leipzig Lecture):</b><br/><b>Chiara Valentini, University of Jyväskylä, Jyväskylä, Finland</b></p> <p><i>Chiara Valentini</i>, Ph.D., is Professor and Head of the Corporate Communication Discipline at Jyväskylä University School of Business and Economics (JSBE). She holds an Adjunct Professorship in Strategic Communication at IULM University, Milan, Italy, where she teaches corporate public affairs. Her research covers the areas of stakeholder management, crisis communication and conflict management, digital and social media, public relations/strategic communication, and public affairs/government communication. She holds BA and MA degrees in public relations from the University of Udine, Italy, and obtained her doctorate in Jyväskylä before continuing her academic career as assistant and associate professor at Aarhus University, Denmark.</p> <p><b>Literature to be discussed:</b></p> <p>(07) Valentini, C., &amp; Sriramesh, K. (2024), Forms and strategies of personal influence in “public” relations practices: evidence from Italy, <i>Corporate Communications: An International Journal</i>, 29(7), 39–57. <a href="https://doi.org/10.1108/CCIJ-02-2023-0018">https://doi.org/10.1108/CCIJ-02-2023-0018</a></p> <p>Moderation: Kalkian Classen<br/>Minutes: Lotta Wegner</p> <p>(08) Pekkala, K., &amp; Erkkilä, T. (2024). Organizational voicing architecture in the age of social media – a case study in professional service organizations. <i>International</i></p> |

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|  | <p><i>Journal of Strategic Communication</i> (online first). <a href="https://doi.org/10.1080/1553118X.2024.2325690">https://doi.org/10.1080/1553118X.2024.2325690</a></p> <p>Presentation: Louisa Marko, Malte Schlage</p> <p>Minutes: Nico Keppeler</p>   |
| <b>Societal discourse: Research on the broader impact of strategic communication</b> |   |
| Mon 11.11.2024   | <p>Literature to be discussed:</p> <p>(09) Borden, J., &amp; Zhang, X. A. (2024). Towards a conceptualization of corporate accountability: A consumer perspective. <i>Management Communication Quarterly</i>, 38(2), 307–330. <a href="https://doi.org/10.1177/08933189231180132">https://doi.org/10.1177/08933189231180132</a>.</p> <p>Presentation: Noa Sandke, Patricia Görsch</p> <p>Minutes: Saskia Damschke</p> <p>(10) García, C. (2024). Is public relations a Tragedy of the Commons (TOTC) for the public sphere? The need of an ecology of content. <i>Public Relations Review</i>, 50(4), 102478. <a href="https://doi.org/10.1016/j.pubrev.2024.102478">https://doi.org/10.1016/j.pubrev.2024.102478</a>.</p> <p>Presentation: Sophia Koderer, Sophie Steindorg</p> <p>Minutes: Stefan Eberherr</p>  |
| Mon 18.11.2024   | <p><b>Guest speaker and discussant (Leipzig Lecture):</b></p> <p><b>Damion Waymer, University of South Carolina, Columbia, SC, USA</b></p> <p><i>Damion Waymer</i>, Ph.D., is Professor and Director of the School of Journalism and Mass Communication (SJMC) at the University of South Carolina. He has been recognized with several prestigious awards and conducted, for nearly two decades, high quality, internationally respected research in the contexts of diversity, equity and inclusion, organizational rhetoric, public relations, crisis communication, corporate social responsibility, corporate social advocacy, branding and strategic communication. Damion Waymer earned a corporate communication undergraduate degree at the College of Charleston before continuing his academic career at Purdue University, earning his master's and doctorate in communications, both in public relations. Prior to joining SJMC in 2024, he served as Senior Associate Dean of the College of Communications and Information at the University of Alabama.</p> <p><b>Literature to be discussed:</b></p> <p>(11) Waymer, D., &amp; Hill, T. E. (2024), Corporate science communication: a compound ideological and mega-ideological discourse, <i>Journal of Communication Management</i> (online first). <a href="https://doi.org/10.1108/JCOM-08-2023-0089">https://doi.org/10.1108/JCOM-08-2023-0089</a></p> <p>Moderation: Dominik Kewe</p> <p><b>Closing debate and course evaluation</b></p> <p>Moderation: Ansgar Zerfass</p> |

### Contact

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