## Description of seminars

**Veranstalter*in:** Artem Zakharchenko, PhD in Social Communications.

**Titel (dt.):**

**Titel (engl.):** Media effects: creating a unified theory

**Beschreibung:**

Theories of media effects historically appeared in different research traditions and different scientific schools. This condemns all such studies to be discursive – to say, interpret all research results depending on the researcher’s perspective. We will try to realize together whether it is possible ‘to bring to a common determinator’ all these theories and so to provide a common outlook on the issue of media impacts. This research seminar will start with the lecturer’s review of the approaches aimed at the unification of media effect theories. It will be followed by four seminars where we will discuss with students different theories and try to find similarities and differences.

**Literatur:**