

## **Fachbereich 9 - Medienstudiengänge**

*Department 9 - Media Courses*

### **Kommentar zur Lehrveranstaltung im WiSe 2021/22**

*Description of seminars*

#### **Veranstalter\*in:**

**n:**

*Lecturer:* Andreas Hepp

#### **Titel (dt.):**

**Titel (engl.):** Approaches to digital media

#### **Beschreibung:**

*Description:*

The seminar "Approaches to digital media" is to convey a basic understanding of digital media, their wider contexts of transformation and actor roles. In addition, the seminar serves to clarify expectations in the MA Digital Media and Society and to practice basic presentation and reading techniques at MA level. In all, the seminar is structured in three parts.

Part 1 is dedicated to getting a process perspective on digital media. To achieve this, we will discuss fundamental concepts when it comes to digital media: algorithms, infrastructures, data and automation. Combining these concepts, we will get a deeper understanding of why digital media are not a 'static thing' but an ongoing process of institutionalization and materialization. Part 2 focuses on the further contexts of transformation in which we have to locate digital media. We will discuss mainly three larger processes of transformation: datafication, commercialization and (deep) mediatization. In part 3 we will deal with typical actor roles in relation to digital media. We will discuss journalists as a group of communicators, the audiences of digital media and "produsage" as an actor role in-between. The overall aim is to gain an insight into the fact that existing roles as communicators do not dissolve with digital media, but are fundamentally transformed.

#### **Module examination**

The seminar "Approaches to Digital Media" is part of the module A.1 Digital Media. The module examination (see exam regulations "Prüfungsordnung") covers the entire module. The module exam consists of a paper to be written in one of the module's two seminars in addition to the work to be done in both seminars. This paper has a length of 20 pages, if written in a team of 2-3 of 15 pages per person.

Active participation in the seminar "Approaches to Digital Media" is a requirement for the module examination. This includes:

- Active participation in all sessions,
- Text reading,
- Group presentation.

#### **Literatur:**

*Literature:*

Basic reading:

- Hepp, A. (2020) Deep mediatization. Routledge, London.