

## Fachbereich 9 - Medienstudiengänge

*Department 9 - Media Courses*

### Kommentar zur Lehrveranstaltung im SoSe 2025

*Description of seminars*

**Veranstalter\*in:** Prof. Dr. Cornelius Puschmann

*Lecturer:*

**Titel (dt.):**

**Titel (engl.):** D.1 Content Analysis

#### **Beschreibung:**

*Description:*

This course provides a comprehensive introduction to content analysis methodologies for examining media texts and digital communication. Students will develop expertise in both quantitative and qualitative approaches to systematically analyze various forms of media content in today's complex information environment.

The course begins with theoretical foundations of content analysis, exploring its epistemological underpinnings and evolution as a research method. Students will examine how content analysis intersects with other methodological traditions, including discourse analysis, semiotics, and computational approaches. Particular emphasis will be on providing hands-on experience with research design principles specific to content analysis, including sampling strategies, codebook development, intercoder reliability assessment, and analytical framework construction. Statistical techniques for analyzing large-scale content data will be paired with nuanced qualitative approaches for interpreting textual meaning. Special attention will be given to contemporary digital research challenges including multimodal content analysis, algorithmic content generation, and ethical considerations in digital data collection. Students will explore how computational tools, including automated content analysis software and basic programming for text mining, can enhance traditional analytical approaches. The course culminates in a research project where students will independently design and execute a content analysis study addressing a significant question in media and communication research.

By the end of this course, students will possess the methodological expertise to critically evaluate media content across platforms, apply analytical frameworks to complex communication phenomena, and empirically contribute to our understanding of modern media ecosystems.

#### **Literatur:**

*Literature:*

Krippendorff, K. (2018). *Content Analysis: An Introduction to Its Methodology*. Sage.

Mayring, P. (2021). *Qualitative Content Analysis: A Step-by-Step Guide*. Sage.

Riffe, D., Lacy, S., Watson, B., & Fico, F. (2019). *Analyzing media messages: Using quantitative content analysis in research*. Routledge.