



Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2026

Description of seminars

Veranstalter*in: Prof. Dr. Christian Schwarzenegger

Lecturer:

Titel (dt.):

Mediatization (09-71-A.2-1 Course 1)

Titel (engl.):

Beschreibung:

Description:

Following Friedrich Krotz, "Mediatization", is a "metaprocess" of social and cultural transformation, which affects human communication, in public as well as in everyday life and affects nearly all domains of social organization. As other metaprocesses like individualization or globalization the transformation is profound and ongoing but rather than a linear progression encompasses moments of acceleration, retardation, or resistance. The concept of mediatization is a recent conceptual framework in media and communication studies which integrates theoretical concepts and empirical approaches. Mediatization blends different traditions of communication research and influences from international and transmedia perspectives. The seminar takes a holistic approach to mediatization. The first part of the seminar engages with its theoretical foundations, different traditions within the mediatization framework and critique voiced against it. The second part of the semester is dedicated to presenting empirical mediatization research. Groups of students will present empirical work on typical topics of mediatization research (e.g., on the mediatization of politics, art, friendship, health, protest & activism) and reflect how these could be adapted to their research interests.

Literatur:

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