



## Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

### Kommentar zur Lehrveranstaltung im SoSe 2026

Description of seminars

**Veranstalter\*in:** Christian Katzenbach

*Lecturer:*

**Titel (dt.):**

**Titel (engl.):**

(immer  
angeben)

Media Structures and Platform Governance

#### **Beschreibung:**

*Description:*

In the seminar “Media Structures and Platform Governance”, we look at the structural aspects of digital media. How are media and platforms organized, what are their business models, and how are they regulated? Students reflect theories and approaches that illuminate the tension and relations between business models, public interest, and user expectations. What are the consequences of these ways media and platforms are organized for public debate and engagement? In which ways do social media enable or constrain engagement?

In the first half of the seminar, we will engage with key readings, theories and concepts to better understand media structures and platform governance. In the second half, we will use this new expertise to analyse and discuss selected areas of political communication and public engagement from this perspective. Some examples are: shadowbanning and activism; influencers and creators; advertising and disinformation.

#### **Literatur:**

*Literature:*

(Will be provided via Stud.IP)