

## Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

### Kommentar zur Lehrveranstaltung im WiSe 2024/2025

Description of seminars

**Veranstalter\*in:** Prof. Dr Christian Schwarzenegger  
*Lecturer:*

**Titel (dt.):**

**Mediated Engagement: Media, Movements, and Engagement**

**Titel (engl.):**  
(immer angeben)

#### **Beschreibung:**

*Description:*

This seminar explores the dynamic relationship between media and social movements, focusing on how media is used as a tool for public engagement and activism. Building on the foundational theories and concepts this seminar dives into the practices and strategies that shape media activism across different contexts.

Participants will examine a variety of mediated engagement forms, from grassroots movements to global campaigns, in order to critically assess how media facilitates political, social, and cultural activism. We will explore an inventory of practices and approaches that range from traditional activism to digital and networked forms of engagement, reflecting on the ways in which media empowers citizens to become active participants in public life. Beyond that we also explore modes of dark participation, i.e., activism for purposes widely considered detrimental for society and democracy.

A key element of the seminar is the use of real-world examples and case studies, where we will draw from the diverse backgrounds and experiences of the participants. By doing so, we aim to highlight different forms of activism and engagement from various geographic, cultural, and political contexts. This collaborative approach will enrich our understanding of how media functions in a variety of contexts not only as an information provider but also as a platform for mobilizing for or against social change.

#### **Key Topics:**

- Media's role in facilitating activism and public engagement
- Diverse forms of mediated engagement, from grassroots to global movements
- Examining the effectiveness and impact of media activism
- Comparative approaches to activism across local, national, and global contexts

This seminar will equip students with the tools to critically analyze the interplay between media and activism, helping them better understand the role of media in shaping movements and public engagement.

**Bitte beachten Sie die Anwesenheitsregelung in Modul KMW 6/ C.2 aufgrund der spezifischen Praxisausrichtung und begrenzten Kapazität.**

**Literature: (Selection)**

Quandt, T. (2018). Dark Participation. *Media and Communication*, 6(4), Article 4.

<https://doi.org/10.17645/mac.v6i4.1519>

Schwarzenegger, C. (2021). Communities of Darkness? Users and Uses of Anti-System Alternative Media between Audience and Community. *Media and Communication*, 9(1), 99–109.

<https://doi.org/10.17645/mac.v9i1.3418>

Gerbaudo, P., & Treré, E. (2015). In search of the 'we' of social media activism: Introduction to the special issue on social media and protest identities. *Information, Communication & Society*, 18(8), 865–871. <https://doi.org/10.1080/1369118X.2015.1043319>

Kaun, A., & Uldam, J. (2017). Digital activism: After the hype. *New Media & Society*, 146144481773192.

<https://doi.org/10.1177/1461444817731924>

Ozkula, S. M. (2021). The problem of history in digital activism: Ideological narratives in digital activism literature. *First Monday*. <https://doi.org/10.5210/fm.v26i8.10597>

Shi, Y. (2005). Identity Construction of the Chinese Diaspora, Ethnic Media Use, Community Formation, and the Possibility of Social Activism. *Continuum*, 19(1), Article 1.

<https://doi.org/10.1080/1030431052000336298>