

Institut für historische Publizistik, Kommunikations- und Medienwissenschaft

Kommentar zur Lehrveranstaltung im SoSe 2019

Veranstalter*in Prof. Dr. habil. Stefanie Averbek-Lietz

Titel (dt.):
Mediatization (part of module A.2)

Titel (engl.):

Beschreibung:

This seminar deals with theoretical, methodological and empirical perspectives on *mediatization*. On the conceptual level *mediatization* is a theoretical approach which developed since the mid 1990s and refers to deep changes in our live worlds and communication habits by technical media. We will read literature from different horizons and scientific communities: The approach is prominent in Northern and Western European communication studies but has linkages also to Latin American ones.

Furthermore, we will ask how research is operationalized? Empirical approaches can be guided by the concept of “Communicative Figurations” (Hepp/Hasebrink), but also by Socio-Semiotic and media dispositive concepts as developed in the Latin American-French Horizon (Verón and others).

Basic literature:

Averbek-Lietz, Stefanie (ed.) (2017): *Kommunikationswissenschaft im internationalen Vergleich. (Communication studies under international comparison)*. Wiesbaden: Springer VS (book in German and English).

Gomes, Pedro-Gilberto (2017): *From Media to Mediatization*. Sao Leopoldo: Editora Unisono (book in English and Portuguese).

Hepp, Andreas, Breiter, Andreas & Uwe Hasebrink (eds.), *Communicative Figurations. Transforming Communications – Studies in Cross-Media Research*. Basingstoke: Palgrave Macmillan.

Lundby, Knut (ed.): *Mediatization of Communication. Handbook of Communication Science 21*. Berlin, Boston: de Gruyter Mouton 2014, S. 109-130 (especially the texts of Averbek-Lietz, Krotz, Verón).

Scoalri, Carolos & Joan Rodriguez-Amat (2018): *A Latin American Approach to Mediatization. Specificities and Contributions to a Global Discussion About How the Media Shape Contemporary Societies*. In: *Communication Theory*, Volume 28, Issue 2, 2018, 131–154.

A text syllabus for each course meeting will be available at the beginning of the course.