Exchange at IfKW Munich
Key Data for Incoming Students

Institution Details

Name of Department
Department of Media and Communication (Faculty of Social Sciences)

Postal Address
University of Munich
Department of Media and Communication
Oettingenstr. 67
80538 Munich
Germany

Website
https://www.en.ifkw.uni-muenchen.de/

International Coordinators

Incoming & Outgoing Students
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Contract Management
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Application and Registration Procedure
Once you are nominated as an exchange student by your home university you need to register at the International Office of LMU. This site provides information for exchange students who were already accepted as visiting students at LMU and who will spend one or two semesters at the Department of Media and Communication (IfKW).
WELCOME DAY @ IfKW
we would like to welcome our international students at the Department of Media and Communication in the week before the start of the semester
winter term 2019/20: Thursday, October 10, 2019, 2-5 p.m.

Course choice and course registration

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<tr>
<th>online course catalogue of LMU</th>
<th><a href="http://www.lsf.lmu.de">www.lsf.lmu.de</a></th>
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<td></td>
<td>The up-to-date course catalogue is available two months before the beginning of each semester.</td>
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<td>course choice</td>
<td>A few weeks prior to the start of the semester, the international coordinators will send an online form for choosing classes in our department (wishlist). You do not have to apply online for the courses by yourself. Your coordinator will apply for you. IMPORTANT: This only works for courses at IfKW – if you wish to attend courses in another department you must register yourself (the best would be to write an e-mail to the lecturer).</td>
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<tr>
<td>Website</td>
<td><a href="https://www.en.ifkw.uni-muenchen.de/international/exchange_students/before_semester/index.html">https://www.en.ifkw.uni-muenchen.de/international/exchange_students/before_semester/index.html</a></td>
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Courses at IfKW

Our seminars for exchange students only, Professional Communication in Munich in winter and Media Institutions in Munich in summer, give each 7-9 ECTS. The crash course Writing for academic purposes is worth 1 ECTS point.

For exchange students most of the regular seminars at IfKW give 5 ECTS points, lectures give 4 ECTS points and Haupt- und Wahlpflichtseminare (advanced, 4h/week, strong focus on empirical research methods) 11 ECTS points on UG level and 15 ECTS on PG level.

Lectures at IfKW are attended by 100 to 200 students and are held each week by a Professor (usually in German). At home students are expected to read the relevant literature. Towards the end of the semester there will be a written exam (usually in the last week of the lecture period). After personal consultation with the lecturer, the examination modality can be changed if necessary (e.g. oral exam). Lectures seem easy at first glance, however, you should consider this: You won’t be able to practice your German in a lecture.

Seminars are usually attended by 15 to 30 students. They will probably have to give a presentation (together with fellow students, as a rule) and at the end of the semester they will most likely write a term paper. A seminar also involves the reading of relevant literature. On occasion, there will be practical exercises. Discussions feature prominently in seminars. By and large, presentations pose no problems for exchange students, although the assignments at the end of the semester are often demanding (But you can discuss the conditions with your teacher).

‘Haupt- und Wahlpflichtseminare’ are advanced seminars and proceed like ordinary seminars, except they are conceived for third-year or graduate students with a focus on empirical research. If students wish to attend a Hauptseminar they should be able to speak German/English quite well and be able to proof comprehensive knowledge in empirical research methods.
English taught classes at IfKW during winter term 2019/20

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<th>BA</th>
<th>MA level</th>
<th>Description</th>
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<tr>
<td><strong>Professional Communication in Munich</strong> (seminar, 2h/week, 7-9 ECTS)</td>
<td>We strongly recommend attending this seminars - first of all it’s fun and second, it is a place for all exchange students from the IfKW to get together.</td>
<td>How do media work in Munich? Which institutions are important, who works there and what do they actually do all day? The seminar focuses on media production processes in online, print and broadcasting media. Therefore the students will learn how to write in a journalistic style. Students take part in four field trips to different media companies in Munich. The acquired knowledge will be implemented in a weblog planned, edited and written by the participating students.</td>
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<td><strong>Writing for Academic Purposes</strong> (1day-crash course, 3h, 1 ECTS)</td>
<td>This 3-hour crash course for exchange students only focuses on scientific basics, dos and don’ts in writing an academic (research) report - especially in the field of communication: knowledge of the most relevant libraries and online catalogues, use of important digital databases, central sources, online search methods, quotation and bibliography exercises, library tour (IfKW).</td>
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<td><strong>Research at IfKW</strong> (seminar, 2h/week, 5 ECTS)</td>
<td>This course provides students with insights into current research at the Department of Media and Communication. Researchers will alternately present their current projects. Students will get in touch with the various sub-disciplines of communication studies and the specific challenges researchers face.</td>
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<td><strong>Comparing Media Systems in Europe</strong> (block seminar, 2 days, 5 ECTS)</td>
<td>This course aims to equip students with complex theoretical knowledge on the configuration of national and international media systems. It aims to explore and synthesize the key characteristics of media systems in comparative perspective, and their constitutive elements. Based on extensive review of current interdisciplinary scholarship, this course introduces different approaches to conceptualize media systems and practices of journalism across Europe. Emphasis is placed on topics including: press theories, media markets, media independence, freedom and pluralism, news media, transnational media, global journalism and media systems.</td>
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<td><strong>The Regulation of Social Media: How to Contrast Misinformation (Fake News) and Hate Speech</strong> (block seminar, 2 days, 5 ECTS)</td>
<td>It is well-know that the EU directive on e-commerce (2000/31/CE, implemented in Italy by d.lgs. 70/2003) considers ISPs liable for the unlawful behavior of Internet users, starting from the assumption that ISPs are neutral with respect to the contents produced and disseminated by Internet users. This assumption was probably correct at the beginning of this century, at the time when the directive was approved. But 20 years have passed since then and the role of providers has evolved incredibly. Nowadays ISPs are absolutely not neutral anymore: they monitor, organise and manage all contents and, especially in the last years, content moderation has become one of their core business. To this respect, some argue that providers should be treated as publishers and subject to the same editorial responsibility. ISPs started to do so for commercial reasons (profiling users in order to send them targeted advertising), but the same techniques are now commonly used in the field of political communication, so as to orientate the preferences of the electorate. This is considered a serious vulnus for democracy, because it hinders the formation of a free and conscious public opinion. This is particularly serious when the political debate is influenced by the spread of hate speech and fake news. However, the solution currently being pursued by the European Commission is that of self-regulation and voluntary acceptance by ISPs of codes of conduct. In Italy the same trend is being pursued: for the time being no law has been approved containing coercive measures to counter online misinformation. Are we sure this is enough?</td>
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### Message Design in Pharmaceutical Advertising

(seminar, every two weeks, 5 ECTS)

This seminar deals with the strategies employed by advertisers in their audiovisual commercials. This includes (but is not limited to): appeals to emotions, use of visuals and music, and the choice of words when addressing product benefits and risks. We begin by identifying strategies actually employed in current advertising and then move to reviewing the literature on the most interesting ones. This two-step approach will enable us to identify the most prevalent strategies and allow us to speculate on the reasons why advertisers use them (by inferring on the intended effects).

### Measuring Media Audiences

(MA level only)

(Haupt-/seminar, 4h/week, 15 ECTS)

This research seminar focusses on how media publishers, advertisers, and policy makers measure media audiences and with what consequences. It is easy to take newspaper and magazine circulations, website page impressions, and TV viewer numbers for granted but each of these measures represents but one – imperfect – way of quantifying audiences for these media. In this seminar we will analyse how media audience measurement is influenced by the (often contradictory) needs of publishers and advertisers, look at how suppliers of audience data compete to try to secure a monopoly position in each media market, and examine how audience measurement has consequences for the media content we consume. Working with actual industry data collected using a variety of methods (surveys, panels, and server-side measurement) students will conduct an original research project at the cutting-edge of audience measurement research.