



16 November 2015
Library of the Institute for Development and International Relations
Lj. F. Vukotinovića 2
10000 Zagreb

NETCOMM project workshop (W2):

Mediatization: theoretical directions and empirical realities

Distinguished speaker:

Prof. Dr. Friedrich Krotz, University of Bremen
Mediatization: a discussion of theoretical concepts in the light of empirical results

The Networks of public communication in Croatia: mediatisation of the public sphere and the challenges of new media (NETCOMM) is a three-year project funded by the Croatian Science Foundation (HRZZ) (no. 4014). The project is based at the Department for Culture and Communication, Institute for Development and International Relations in Zagreb, Croatia.

Distinguished speaker biography:

Friedrich Krotz is Professor of Communication and Media Studies at the Centre for Media, Communication and Information Research (ZeMKI), University of Bremen in Germany. He holds a Diploma in mathematics from the University of Karlsruhe and a Diploma in sociology from the University of Hamburg. He wrote his dissertation in sociology and his habilitation thesis in communication science and journalism. He worked as a mathematician at the University of Saarland, as a sociologist at the University of Hamburg and as a researcher in political science at the Free University of Berlin. Between 1989 and 2001 he was a researcher at the Hans Bredow Institute for Media Research at the University of Hamburg. From 2001 to 2003 he worked as a professor at the University of Munster. From 2003 to 2010 he was a Chair of Communication Science and Social Communication at the University of Erfurt. Finally, since 2010 until today he became a Chair of Communication and Media Studies, Social Communication and Mediatization Research at the University of Bremen. He is the responsible editor of the journal “Communications: The European Journal of Communication Research” and since 2009 coordinator of the priority research program “Mediatized Worlds” funded by the German Science Foundation (DFG). The program includes multiple research projects based at different universities in German speaking countries. Among his publications is a book co-edited with Andreas Hepp titled “Mediatized Worlds: Culture and Society in a Media Age” (Palgrave, 2014), a book co-edited with Nick Couldry and Andreas Hepp titled “Media Events in a Global Age” (Routledge, 2010) a monograph in German language titled “Mediatisierung: Fallstudien zum Wandel von Kommunikation” (VS Verlag, 2007) and numerous other monographs, edited books and articles in German and English. His present work mainly focuses on mediatization theory, communication and socio-cultural change.

<https://socmediji.wordpress.com/2015/08/31/media-and-social-change-an-interview-with-friedrich-krotz-2/>

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WORKSHOP PROGRAM

11:00 Greetings to workshop participants
Dr. Aleksandra Uzelac
Head of the Department for Culture and Communication, IRMO

Introductory remarks
Dr. Nada Švob-Đokić
NETCOMM principal investigator (PI)

11:10 Mediatization: a discussion of theoretical concepts in the light of empirical results

Prof. Dr. Friedrich Krotz
University of Bremen
Coordinator of the DFG priority program Mediatised Worlds

12:00 Discussion

12:15 Mediatiation and culture
Dr. Nada Švob-Đokić

12:30 Mediatiation, intentionality and social change: meta-theoretical dialogue
Dr. Paško Bilić
IRMO researcher

12:45 The development of online media in Croatia
Dr. Mato Brautović
University of Dubrovnik

13:00 Mediatiation of power on the internet: empirical findings
Dr. Ivan Balabanić and Dr. Paško Bilić

13:15 Discussion