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## Media Education in Ludwigsburg

Numerous studies about childhood and adolescence prove that the use of media is an integral part of the everyday life of children and adolescents. Media is used in the context of relevant topics and belongs to the development of identity. The central task of a contemporary media education is to foster a critical, reflexive and practical-orientated manner in using media.

**The contents of our media educational seminars are based on following main foci:**

- Basics of media education (history, theories, basic terms)
- Media development and studies about children's and adolescent's media use
- Production of media and performance-oriented media work (self-expression and communication by media)
- Media-didactic methods and learning arrangements
- Media educational research and evaluation of media educational projects.

**At our university it is possible to attend media educational seminars in the framework of the following study courses:**

- Teacher's education (primary and secondary schools)
- Bachelor in education; specialisation in education in early childhood, cultural education and adult education; media education as a compulsory optional subject
- Master of Arts in adult education and cultural and media education; Master of Science in educational research (media education as optional subject)
- Specific supplementary studies in media education (2 semesters) as an additional qualification for the teacher's education.

**The department of Media Education in Ludwigsburg stresses the following aspects:**

- It advances different forms of an active work with media. The young boys and girls should be encouraged to produce own material with media.
- It encourages associative and intuitive forms of appropriation with media. This should include existing competences and support forms of symbolic self expression with media which refer to the subject and its life.
- A reasonable integration of multimedia techniques in media compositional forms of expression and in media didactical learning arrangements is emphasised.
- It advances children and adolescents from socially and educationally disadvantaged environments, especially in the field of intercultural media work.
- It supports the cooperation between media education in and out of school.
- It advances media educational studies and projects. They concentrate on the exploration of media in the children's and adolescent's everyday life (use of media) as well as on their own productions with media.

University members are able to make use of the [Media Centre](#) to implement all kinds of media projects. The department of Media Education works closely with the Media Centre.

Finally, Media Education in Ludwigsburg is based on interdisciplinary cooperation with colleagues from other disciplines. The numerous offers and the implementation of Media Education in the various disciplines are only possible on the basis of this cooperation (see [IZMM](#)).

## Staff

- [Prof. Dr. Horst Niesyto](#)  
Head of the Dept. Media Education
- **Dr. Petra Reinhard-Hauck**  
Scientific lecturer on teaching media-didactic methods
- **Dr. Björn Maurer**  
Scientific lecturer on practical media work
- **Dipl.-Päd. Jan-René Schluchter**  
Researcher and lectures on media education
- **Martina von Zimmermann, M.A.**  
Scientific lecturer on teaching media-didactic methods/ main focus: elearning

Several colleagues support the Department with lectures in the field of practical media work and media-didactic methods.

## Research projects

- **CHICAM - Children in Communication about Migration (2001-2004)**

CHICAM was an international research project which aimed to identify the potential of new media technologies as means of promoting social inclusion between refugee/migrant children and their peers across Europe, at both interpersonal and institutional levels.

The University of Education, Ludwigsburg, participated in this project, which was developed and co-ordinated by Prof. Dr. David Buckingham and Dr. Liesbeth de Block, University of London, Institute of Education.

Local coordination: Prof. Dr. Horst Niesyto, Dept. Media Education

Local research team: Prof. Dr. Horst Niesyto, Dipl.-Päd. Peter Holzwarth, Dipl.-Päd. Björn Maurer (graduate students).

Sponsored by the European Commission, Framework 5 Programme.

[International Website](#) (final reports and videofilm)

[Local Website](#)

- **VideoCulture - Video and intercultural Communication (1997-2000)**

VideoCulture was an international research project, which set out to explore the potential of audio-visual media production as a means of intercultural communication. The project investigated the ways in which young people from Germany, England, Czech Republic, Hungary, United States produce, exchange and interpret video productions.

The project was developed and co-ordinated by Prof. Dr. Horst Niesyto.

Local research team: Prof. Dr. Horst Niesyto, Prof'in Dr. Renate Müller (special project), Dipl.-Päd. Margrit Witzke (graduate student), Peter Holzwarth, Björn Maurer.

International cooperation: Prof. Dr. David Buckingham, University of London, Institute of Education; Dr. Julian Sefton Green (Weekend Arts College, WAC), Issy Harvey (researcher, Institute of Education, University of London); Dr. JoEllen Fisherkeller (School of Education, New York University); Gina Lamb (video artist, Los Angeles); Jana Hnilicova (teacher, Prague); Bela Krumpli and Laszlo Papp (teacher and media educators, Budapest).

Sponsored by the Ministry of Education and the Arts, Baden-Württemberg and several institutions in other countries.

[Concept and results](#) (English language)

[Final documentation](#) (book; German language)

- **Media Education and Socio-Cultural Differences (1998-1999)**

This qualitative study based on a survey of 67 expert interviews in Baden-Württemberg and Rheinland-Pfalz. The central interest of the study concentrated on raising and interpreting existing experiences in media education projects with children and adolescents from disadvantaged environments and on fertilizing them for conceptional development and differentiation.

The project was developed and co-ordinated by Prof. Dr. Horst Niesyto.

Research team: Prof. Dr. Horst Niesyto, Dipl.-Päd. Inge Bozenhardt, Dipl.-Päd. Karin Eble, Dipl.-Pol. Karl-Heinz Roller.

Sponsored by "Medienpädagogischer Forschungsverbund Südwest" ("South-western Group for Media Educational Research"), Baden-Baden/Germany.

[Concept of the study](#) (English language)

[Final documentation](#) (German language)

## Publications

The following articles are available in English language.

### Prof. Dr. Horst Niesyto

- [Visions Across Cultures: Migrant Children Using Audio-Visual Images to Communicate.](#) Children in Communication about Migration (CHICAM). Deliverables 14 and 15. August 2004 (together with Liesbeth de Block, Liesbeth, David Buckingham, Peter Holzwarth)
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- VideoCulture: [Crossing Borders with Young People's Video Productions.](#) In: Television & New Media, Volume 4, Issue 4, November 2003: pp. 461-482 (together with David Buckingham & JoEllen Fisherkeller).
- VideoCulture: an introduction. In: Journal of Educational Media. Vol. 26, Nr. 3, October 2001. Special Issue: The VideoCulture Project. London 2001: Taylor & Francis, pg. 167-172 (together with D. Buckingham).
- VideoCulture: conclusions and key findings. In: Journal of Educational Media. Vol. 26, Nr. 3, October 2001. Special Issue: The VideoCulture Project. London 2001: Taylor & Francis, pg. 217-225.
- [Youth Research on Video Self-productions.](#) Reflections on a Social-aesthetic Approach. In: Visual Sociology 15 (2000), pp. 135-153.
- Video and Intercultural Communication. In: Cecilia von Feilitzen / Ulla Carlsson (Ed.): Children and Media. Image, Education, Participation. Published by The UNESCO International Clearinghouse on Children and Violence on the Screen. Nordicom. Göteborg University 1999, pp. 323-326.
- Media Work in rural communities. In: Media Education in Europe. Hrsg. Vom Institut Jugend Film Fernsehen. München 1992: S. 197-207.

### Further documents available in Internet:

- Manifesto on Media Education, 2011
- [Symbolic self-expression with Media.](#) 2005, written by Horst Niesyto and Björn Maurer
- [VideoCulture – Main Findings.](#) 2003, written by Horst Niesyto
- [“Media Art meets Media Education - Art Impulses within Media Education”](#), 2002

Prof. Dr. Horst Niesyto developed the concept for this national congress, which was organized by the "Gesellschaft für Medienpädagogik und Kommunikationskultur e.V. (GMK)" - an organisation concerning itself with media education and communication culture. In collaboration with other institutions, innovative concepts and projects on the subject of media education and media art were presented. The conference took place at the "Hochschule für Film und Fernsehen" (University of Film and Television Studies) in Potsdam-Babelsberg/Germany from 21st to 23rd November 2002.

## Björn Maurer und Peter Holzwarth

- Holzwarth, Peter / Maurer, Björn (2003): CHICAM (CHILDREN IN COMMUNICATION ABOUT MIGRATION): An international research project exploring the possibilities of intercultural communication through children's media productions. In: Kiegelmann, Mechthild / Gürtler, Leo (Eds.): Research Questions and Matching Methods of Analysis. Qualitative Psychology Nexus: Vol. 3. Tübingen: Ingeborg Huber 2003, p.125-139.
- Holzwarth, Peter / Maurer, Björn (2002): Children and Media: Germany. In: Global Kids, Global Media: a review of research relating to children, media and migration in Europe. Research project "CHICAM - Children in Communication about Migration", p. 117-131. ([project document](#))
- Holzwarth, Peter (2002): Children and Migration: Germany. In: Global Kids, Global Media: a review of research relating to children, media and migration in Europe. Research project "CHICAM - Children in Communication about Migration", p. 19-33. ([project document](#))
- Holzwarth, Peter / Maurer, Björn (2001): Aesthetic Creativity, Reflexivity and the Play with Meaning: A VideoCulture Case Study. In: Buckingham, David (Ed.): Journal of Educational Media, Vol. 26, No. 3. Special Issue on VideoCulture. 2001, S. 185-202.

## Online magazine: Ludwigsburger Beiträge zur Medienpädagogik

Ludwigsburg's Contributions to Media Education

Edited by Peter Imort, Horst Niesyto and Petra Reinhard-Hauck

This online magazine (German language) addresses people who are interested in questions about media education. It gives information about media education activities at University of Education, Ludwigsburg, and presents contributions to the following topics: current issues and informations, talks and seminar projects, current research projects in the field of media, interesting final exam papers by students, conference reports and bibliographies.

- Issue 1/2001: Reports on the Lecture "Media Education in Ludwigsburg".
- Issue 2/2002: TV-religion as an Intersection of Media Education and Religious Education.
- Issue 3/2003: Religious Aspects in Music Videos; Media Anthropology.
- Issue 4/2003: Current Research Projects in the Field of Media.
- Issue 5/2004: Self-socialisation – Contributions and Reports on an IZMM-discussion.
- Issue 6/2004: Critical reflections on media development and tasks of media education.
- Issue 7/2005: Film Education
- Issue 8/2006: Media Aesthetic Experiences
- Issue 9/2006: Media Aesthetic in Educational Contexts
- Issue 10/2007: Culture and Media Education (new course)
- Issue 11/2008: Media education early childhood
- Issue 12/2009: Media Education in Teacher Education
- Issue 13/2010: Manifesto on Media Education
- Issue 14/2011: E-Learning

**publication series:**

## **medienpädagogik interdisziplinär**

Interdisciplinary Media Education

Edited by Horst Niesyto, Manfred L. Pirner, Matthias Rath

Media research and media education should be primarily studied in an interdisciplinary manner. This is important due to the complexity of the media system in modern societies and due to the great meaning which media has gained in almost all areas of life. The new publication series "Interdisciplinary Media Education" is based on research contexts of the "Interdisciplinary Centre of Media Education and Media Research (IZMM)" at the University of Education, Ludwigsburg. At the same time this publication series is open to media educational works with interdisciplinary emphasis from all over the German-speaking part.

[Publications](#) (German language)

## **Medienpädagogische Praxisforschung**

Media Educational Praxis Research

Edited by Horst Niesyto

The subject of media educational praxis research is to document, to reflect and to analyse concepts and activities in different practical fields of media educational on the basis of systematic applied methods (for example studies about practical media work or media-didactic learning environments). The series will publish research projects and integrate methodical reflections about praxis research especially in context of (participatory) action research, qualitative and media ethnographic research.

[Publications](#) (German language)



# **Interdisciplinary Centre of Media Education and Media Research (IZMM)**

The IZMM was established in 1998 on the initiative of Prof. Dr. Horst Niesyto (Department of Media Education). With the founding of the IZMM a context for work and discussion was build to intensify the cooperation between interested colleagues in the fields of media education and media research across several disciplines at University of Education in Ludwigsburg: Educational Science, Art Education, Musical Education, German Studies, Philosophy, Religious Education, Sociology, Cultural Management, Educational Management.

The most important tasks of the IZMM are:

- Carrying out of regular meetings during every semester
- Organizing specific expert conferences about media educational topics
- Publishing the online magazine: "Ludwigsburger Beiträge zur Medienpädagogik" ("Ludwigsburg's contributions to Media Education") and the book-series "Medienpädagogik interdisziplinär" ("Interdisciplinary Media Education")
- Discussions and exchange about research projects, development of conjoint key aspects and research projects
- Advisory service for the ongoing development of media educational teachings and for the service offers in the field of media.

Current coordinator of the [IZMM](#): Prof. Dr. Peter Imort

## **Topics of previous IZMM conferences:**

- Self-Productions by Media as a Subject of Childhood- and Youth-Research (2000)
- Youth, Music and Media (2001)
- Homo medialis. Perspectives and Problems of an Anthropology of Media (2002)  
8 – 9/11/2002
- Media – Religion – Education (2003)
- Media Criticism Today (2005)
- New Direction in Film Education (2005)
- Work, Policy and Pleasure in Youth Cultures (2006)
- Media Aesthetics in Educational Contexts (2007)
- Creative Film Education(2007)
- Young Peoples Self-Expression in Internet (2009)

## International Cooperation

**The Department of Media Education developed several cooperations with international partners especially in context of research projects and special meetings:**

- Prof. Dr. David Buckingham and Dr. Liesbeth de Block, University of London, Institute of Education, Centre for the Study of Children, Youth and Media / UK
- Dr. Julian Sefton-Green, WAC Performing Arts and Media College, London / UK
- Prof. Dr. David Gauntlett, University of Bournemouth, Media School / UK
- Jonathan Chaloff, Fondazione Centro Studi Investimenti Sociali (CENSIS), Rome / Italy
- Prof. Dr. Claudio Baraldi, University of Modena, Institute of Sociology / Italy
- Prof. Dr. Ingegerd Rydin, Stockholm University / Sweden
- Prof. Dr. Charles Westin, Centre for Research in International Migration and Ethnic Relations (CEIFO), Stockholm University / Sweden
- Prof. Dr. Sonja de Leuw, University of Utrecht, Institute for Media and Communication, Utrecht / Netherlands
- Ad van Dam, MiraMedia, Utrecht / Netherlands
- Prof. Dr. Lisa Kurti, Greek Council for Refugees, Athens / Greece
- Prof. Dr. Heinz Moser (and colleagues from Dept. Wissensmanagement), Pädagogische Hochschule Zürich / Switzerland
- Prof. Dr. Peter Ian Crawford, University of Aarhus / Denmark
- Dipl.-Ing. Jana Hnilicova, Teacher, Prague / Czech Republic
- Prof. Dr. Andrea Karpati, University of Budapest, Institute of Education / Hungary
- Dr. JoEllen Fisherkeller, New York University, School of Education / USA
- Gina Lamb, Media Artist, Los Angeles / USA

**Ludwigsburg University of Education has about 75 international partner universities in 32 countries. [More informations](#)**