



**EDUC- Summer School “media, fake news and populism” 2022  
University of Potsdam**

<b>Dates</b>	July 11-22, 2022
<b>Language</b>	English
<b>Scope</b>	In total 134 units (1 unit= 45 minutes) included self studies and with appr. 8 teaching units per day
<b>Class times</b>	Morning lesson: 9:00 – 10:30 AM, 10:45 – 12:15 AM Afternoon workshop: 1:15 – 2:45 PM, 3:00 – 4:30 PM  Class times may be adapted for field trips (please see schedule for details).
<b>Workload</b>	100 hours, equivalent to 4 ECTS
<b>Content</b>	Media, fake news and populism:  The summerschool deals with the fake news spread by populism and conspiracy myths, which are used to fuel scepticism about political decision-makers and the reporting of established media. Democracy as a form of government is thus increasingly called into question and society starts to get fragmented. In input lectures, the media-technological and media-legal conditions for this are expounded, analytical methods opinion influencing and results of analyses already carried out are presented as well as possibilities of debunking and counter acting. In the workshops, the students jointly take a look at platforms and social media through which fake news and conspiracy myths on various topics are spread. In doing so, they apply the analytical models presented. The results of their micro-studies provide an insight into the current dynamics of shifts in the perception and evaluation of social events and images of reality on a European level.
<b>Learning Objectives/ competences</b>	Theoretical basics (interdisciplinary), models of culturalsemiotic analysis for meaning building and their practical application for analysis
<b>Target Group</b>	Upper BA or MA students of all disciplines from the six EDUC partner universities
<b>Prerequisites</b>	Very good command of spoken and written English (at least CEFR level B2).  Mandatory prior reading:  Virality and Morphogenesis of Right Wing Internet Populism, <u>Kimminich, Eva, Erdmann Julius</u> (ed.) Frankfurt et all: Peter Lang 2018 The Psychology of Fake News. Accepting, Sharing, and Correcting Misinformation. Greifeneder, Rainer, Jaffe, Mariela et all. Routledge 2021 <a href="https://library.oapen.org/bitstream/20.500.12657/46921/1/9781000179033.pdf">https://library.oapen.org/bitstream/20.500.12657/46921/1/9781000179033.pdf</a>



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<b>Assignments</b>	<p>To pass the course successfully, participants are required to attend class regularly, to participate actively in discussions, and to hold a final presentation (Pecha Kucha).</p> <p><b>Pecha Kucha:</b> The final presentations are to be prepared as Pecha Kuchas in order to formulate the results of the group work briefly and meaningfully and to discuss the final results together. The students will form a jury as a conclusion to evaluate the meaningfulness. All Pecha Kuchas will be archived on the homepage and made available to the public.</p> <p>Pecha Kucha is a short format that reduces a topic to its essentials and conveys it in a memorable way. The concept was first used in 2003 by the two British architects Mark Dytham and Astrid Klein in Tokyo during an event for young designers. A Pecha Kucha presentation consists of 20 slides, each shown for 20 seconds, so that the entire lecture lasts exactly 6 minutes and 40 seconds. The aim is to make the presentation content short and vivid in order to increase the audience's attention. The display time of the slides is set in advance, so that the speaking time for each slide must be observed. Only little text is used on the slides, meaningful pictures and graphics concentrate the audience's attention on the nodes of the argumentation.</p>
<b>Grading</b>	<ul style="list-style-type: none"> <li>• Class participation and discussion: 50%</li> <li>• Final presentation: 30%</li> <li>• self study: 20%</li> </ul>
<b>Instructors</b>	<b>scientific lead:</b> Prof Dr Eva Kimminich (Professor Cultures of Romance countries, University of Potsdam)
<b>Date</b>	<b>Schedule*</b>
<b>Monday, July 11, 2022</b>	<p><b>Orientation Meeting (Morning)</b> Welcome&amp;warm up, information on course program,</p> <p><b>Guided City Tour Potsdam or Guided Tour Park Sanssouci (afternoon 1:30-4 PM) with Marcus Loewer</b> starting on Campus Neues Palais</p> <p><b>evening:</b> get-together in the student pub “Pub à la Pub”</p>
<b>Tuesday, July 12, 2022</b>	<p><b>Lesson 1</b></p> <p><b>Opening Lecture &amp; Key note (Morning)</b> Prof Dr Eva Kimminich , University of Potsdam Franciscu Sedda, University of Cagliari</p>

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	<p><b>afternoon</b> <b>virtual kick-off</b> Round table with the lecturers of the summer school (tbc)</p>
<p><b>Wednesday, July 13, 2022</b></p>	<p><b>Lesson 2</b> <b>Klagemauer TV, fake news and conspiracy myths</b> Prof Dr Eva Kimminich, University of Potsdam Stefanie Stier, MA student, University of Potsdam, writing her thesis about Kla-TV: "The apocalyptic realities of Kla.TV - a semiotic analysis".</p> <p><b>Workshop 2</b> Individual research &amp; collaborative working</p>
<p><b>Thursday, July 14, 2022</b></p>	<p><b>Lesson 3</b> <b>Fake news &amp; media law</b> Prof Gianmario Demuro, University of Cagliari</p> <p>This lesson will be dedicated to the European dimension of Freedom of Expression and Information in Europe and in Italy. We will talk about the dangers for the freedom of information that can arise from <i>Fake news</i> and how European legislators can deal with these dangers. Cases and materials will be provided for the students in advance. The method will be <i>socratic</i> and we will discuss cases and materials provided before.</p> <p><b>Workshop 3</b> Individual research &amp; collaborative working</p>
<p><b>Friday, July 15, 2022</b></p>	<p><b>Lesson 4</b> <b>Fake news as Comic - Comics about fake news</b> Prof Dr Marie Schroer, University of Potsdam</p> <p><b>Workshop 4</b> Individual research &amp; collaborative working</p>
<p><b>Saturday, July 16, 2022</b></p>	<p><b>Berlin City Tour (11:00 AM – 2:00 PM)</b></p>
<p><b>Monday, July 18, 2022</b></p>	<p><b>Lesson 5</b> <b>Investigating disinformation and fake news in the contemporary communication ecologies: the case study of Covid-19</b> Alessandro Lovari, Ph.D., University of Cagliari</p> <p>This lesson will be dedicated to investigate the role of disinformation and fake</p>

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news in the contemporary communication ecologies, characterized by a growing role of social media and digital platforms. The topic will be analyzed from a sociological point of view focusing on the communication practices by public sector organizations, mass media and citizens. A specific attention will be dedicated to Covid-19 disinformation with case studies and reports that will be discussed with students.

**Workshop 5**

Individual research & collaborative working

<p><b>Tuesday, July 19, 2022</b></p>	<p><b>Lesson 6</b>  <b>Information disorder, social media, and public diplomacy: the case study of China’s “Wolf-Warrior” diplomacy during the pandemic time</b>          Assoc. Prof. Zhao Alexandre Huang; University Paris Nanterre</p> <p>In this seminar, we will extend our perspective to the field of international communication and explore the challenges of information disorder and post-truth to contemporary public diplomacy practice and ethics in the digital age. It will first introduce the concept of digitalization of public diplomacy and the role and functions of information in mediated public diplomacy activities. Then, we will select the digital communication actions of Chinese (para-) diplomats during the COVID-19 pandemic as a case study to understand the communication ontology of the term “Wolf Warrior Diplomacy”. This research will reflect on the challenges of digital propaganda to the international communication order and how nationalism plays a role in producing disinformation or political narratives integrating selective truth. Finally, this seminar will help participants understand how Beijing uses social media and display implicitly fake news to mediatize and frame its foreign policy in Europe.</p> <p><b>Workshop 6</b>          Individual research &amp; collaborative working</p>
<p><b>Wednesday, July 20, 2022</b></p>	<p><b>Lesson 7</b>  <b>emotions, populism and fake news</b>          Alena Kluknavská, Ph.D., Masaryk University Brno</p> <p>The lecture will discuss the role of emotions in the relationship between populism and fake news, which have been rising in today’s society. It will focus on how political actors emphasize feelings over facts and circumvent expert knowledge, stressing emotions, negativity, and conflict. It will also discuss the role of emotions in creating, disseminating, and amplifying fake news in the context of echo chambers on social media.</p>



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	<p><b>Workshop 7</b> Feedback session on Pecha Kucha</p>
<p><b>Thursday, July 21, 2022</b></p>	<p><b>Lesson 8</b> <b>Workshop</b> <b>Preparing the Pecha Kucha</b></p> <p><b>Afternoon:</b> <b>Field trip to Berlin/or at Potsdam</b> tba</p>
<p><b>Friday, July 22, 2022</b></p>	<p><b>Lesson 9</b> <b>Final presentations Pecha Kuchas</b></p> <p><b>Closing Session with lunch get-together</b></p>

\*Day-to-day schedule and field trips are subject to change.