

CURRICULUM VITAE

Dr. Thomas Knieper

University of Passau
Head of Computer-Mediated Communication
ZMK, Innstr. 33a, 94032 Passau, Germany

Education

Postdoctoral Lecture Qualification (Habilitation), Communication Studies With Emphasis On Visual Communication, Ludwig-Maximilians-University Munich, Faculty of Social Sciences, October 2001.

PhD (Dr. rer. pol.), Communication Studies, Ludwig-Maximilians-University Munich, School of Communication Studies and Media Research, July 1995.

Master of Science (Diplom), Statistics, Ludwig-Maximilians-University Munich, Institute of Statistics and Philosophy of Science, June 1989.

Assistant Professor, Ludwig-Maximilians-University Munich, Institute of Statistics and Philosophy of Science, September 1989 – November 1991

Teaching Assistant, Ludwig-Maximilians-University Munich, School of Communication Studies and Media Research, May 1986 – August 1986 plus May 1987 – August 1987

Teaching Assistant, Ludwig-Maximilians-University Munich, Institute of Statistics and Philosophy of Science, December 1984 plus September 1985 – February 1987

Academic Positions

Full Professor (Computer-Mediated Communication), University of Passau, September 2010 – present

Dean for Students, (Mass Communication and Media Studies), Technische Universität Braunschweig Carolo-Wilhelmina, April 2009 – August 2010

Full Professor (Mass Communication and Media Studies), Technische Universität Braunschweig Carolo-Wilhelmina, June 2008 – August 2010

Visiting Professor (Mass Communication and Media Studies), Technische Universität Braunschweig Carolo-Wilhelmina, December 2006 – May 2008

Research Associate, Ludwig-Maximilians-University Munich, Human Science Center (HWZ), August 2006 – present

Associate Lecturer (Media Ethics), University of Freiburg, April 2007 – October 2007

Associate Lecturer (Mass Communication), Jesuit College of Philosophy in Munich, Institute of Pedagogics and Communication Studies, April 2002 – March 2009

Visiting Professor, University of Leipzig, School of Media and Communication Studies, Division of Journalism, April 2000 – March 2001

Assistant Professor, Ludwig-Maximilians-University Munich, School of Communication Studies and Media Research, November 1991 – July 2006

Professional Positions

Executive director (with full power of disposal), IWF Knowledge and Media gGmbH, Göttingen, November 2008 – August 2010

Full member of the advisory board of the Munich AGEMAS Syndicate of Market and Opinion Research Ltd., December 2001 – present

Freelance instructor of the personal development training at the MEFOS Ltd. (Opinion Research and Consulting in Health Care Ltd.), July 1989 – September 1991

Editor in chief at the Munich recreational magazine Highlights, March 1984 – July 1989

Publications (Selection)

Monographs

KÜCHENHOFF, Helmut / KNIEPER, Thomas / EICHHORN, Wolfgang / MATHES, Harald / WATZKA, Kurt (2006): *Statistik für Kommunikationswissenschaftler. Eine Einführung. (STATISTICS FOR MASS COMMUNICATION RESEARCH: AN INTRODUCTION)* 3., vollst. überarb. Aufl. Konstanz: UVK

Edited Volumes

- KNIEPER, Thomas / Marion G. MÜLLER (Guest Eds.) (2006): Emotional Visuals: Emotionalisierung durch Bilder? (**EMOTIONAL VISUALS: HOW DO PICTURES EMOTIONALIZE?**) Herausgeberband der *Publizistik: Vierteljahreshefte für Kommunikationsforschung*. 51. Jahrgang, Heft 1. Wiesbaden: VS Verlag für Sozialwissenschaften
- KNIEPER, Thomas / Marion G. MÜLLER (Eds.) (2005): *War Visions: Bildkommunikation und Krieg*. (**WAR VISIONS: VISUAL COMMUNICATION AND WAR**) Köln: Herbert von Halem Verlag

Articles / Book Chapters

- KNIEPER, Thomas (2012): Mobile Computing: Mit Augenmaß zum Mehrwert. (**MOBILE COMPUTING: ADDED VALUE BY SENSE OF PROPORTION**). In: *HMD: Praxis der Wirtschaftsinformatik*. Heft 286, August 2012, pp. 4-5
- BOCK, Annetkatrin / ISERMANN, Holger / KNIEPER, Thomas (2011): **QUANTITATIVE CONTENT ANALYSIS OF THE VISUAL**. In: PAUWELS, Luc / MARGOLIS, Eric (Hg.): *The SAGE Handbook of Visual Research Methods*. London u.a.: Sage Verlag, S. 256-282
- KNIEPER, Thomas / TONNDORF, Katrin / WOLF, Cornelia (2011): Der Prosumer – Öffentlichkeit im Zeitalter computervermittelter Kommunikation. (**THE PROSUMER – PUBLIC IN THE AGE OF COMPUTER-MEDIATED COMMUNICATION**) In: Institut für interdisziplinäre Medienforschung Passau (Hg.): *Medien und Wandel*. Berlin: Logos, S. 41-62
- GRAF, Andreas / KNIEPER, Thomas (2010): **RELIGIOUS CONSPIRACY, MARKETING GAG OR COINCIDENCE: THE FALSE DECODING OF THE COCA-COLA LOGO IN THE MUSLIM WORLD**. In: 2010 GLOBAL MARKETING CONFERENCE AT TOKYO (Hg.): *Marketing in a Turbulent Environment*. Korean Academy of Marketing Science: ISSN: 1976-8699, S. 2064-2077
- ISERMANN, Holger / KNIEPER, Thomas (2010): Bildethik. (**IMAGE ETHICS**) In: BROSDA, Carsten / Christian SCHICHA (Hg.): *Handbuch Medienethik*. Wiesbaden: Verlag für Sozialwissenschaften, S. 304-317
- KLIPPEL, Heike / KNIEPER, Thomas (2010): *Transamerica – Roadmovie und Familienfilm über die Entdramatisierung der Geschlechterrollen*. (**TRANSAMERICA – BOTH ROADMOVIE AND FAMILY MOVIE ABOUT NOT DRAMATIZING GENDER ROLES**) In: HOFFMANN, Dagmar (Hg.): *Körperästhetiken: Filmische Inszenierung von Körperlichkeit*. Bielefeld: transcript Verlag, S. 189-208
- FORSTER, Klaus / KNIEPER, Thomas (2008): Das Blutbad von München: Terrorismus im Fernsehzeitalter. (**THE MUNICH MASSACRE: TERRORISM IN THE AGE OF TELEVISION**) In: Paul, Gerhard (Hg.): *Das Jahrhundert der Bilder. Band II: 1949 bis heute*. Göttingen: Verlag Vandenhoeck & Ruprecht / Bonn: Bundeszentrale für politische Bildung, S. 434-441
- KINNEBROCK, Susanne / KNIEPER, Thomas (2008): Männliche Angie oder weiblicher Gerd? Visuelle Geschlechter- und Machtkonstruktionen auf Titelseiten von politischen Nachrichtenmagazinen. (**MALE ANGIE OR FEMALE GERD? VISUAL GENDER AND POWER CONSTRUCTIONS ON FRONT PAGES OF NEWS MAGAZINES**) In: HOLTZ-BACHA, Christina (Hg.): *Frauen, Politik und Medien*. Wiesbaden: Verlag für Sozialwissenschaften, S. 83-103
- KNIEPER, Thomas (2006): Die Flut im Wohnzimmer: Die Tsunami-Berichterstattung als traumatischer Stressor für die bundesdeutsche Bevölkerung. (**FLOODING THE LIVING ROOM: THE COVERAGE OF THE TSUNAMI AND PTSD IN GERMANY**) In: KNIEPER, Thomas / Marion G. MÜLLER (Guest Eds.) (2006): *Emotional Visuals: Emotionalisierung durch Bilder? Herausgeberband der Publizistik: Vierteljahreshefte für Kommunikationsforschung*. 51. Jahrgang, Heft 1. Wiesbaden: VS Verlag für Sozialwissenschaften, pp. 52-66
- ECKLE, Marie-Christine / Ilona FUNKE / Karl-Walter JAUCH / Thomas KNIEPER / Barbara MAYER (2005): **Key Role of Family and Friends in Communicating Cancer Information**. In: RUBINELLI, Sara / Joachim HAES (Eds.): *Tailoring Health Messages: Bridging the Gap between Social and Humanistic Perspectives on Health Communication*. Proceedings of the International Conference Monte Verità, July 6–10 2005. Lugano: Health Care Communication Laboratory, University of Lugano, pp. 111-116
- FORSTER, Klaus / Thomas KNIEPER (2005): **50 YEARS OF TELEVISION BROADCASTING IN THE FEDERAL REPUBLIC OF GERMANY**. In: COOPER-CHEN, Anne (Ed.): *Global Entertainment Media: Content, Audiences, Issues*. Mahwah: Lawrence Erlbaum Associates, pp. 59-79
- KNIEPER, Thomas (2004): Skizze einer zukunftsorientierten Kommunikationsforschung. (**A SKETCH OF FUTURE-ORIENTED COMMUNICATION RESEARCH**) In: *Medien Journal. Zeitschrift für Kommunikationskultur*. Vol. 28, No. 3/2004, pp. 29-33

Memberships

- AEJMC (Association for Education in Journalism and Mass Communication)
- BJV (Bayerischer Journalistenverband / Bavarian Journalists Association)
- Deutscher Hochschulverband (German Association of University Professors and Lecturers)
- DJV (Deutscher Journalistenverband / German Journalists Association)
- DGPuK (Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft / German Association of Journalism and Communication Studies)
- HWZ (Humanwissenschaftliches Zentrum der LMU München / Human Science Center at the Ludwig-Maximilians-University Munich)
- ICA (International Communication Association)
- JFF (e.V. JFF – Jugend Film Fernsehen / JFF – Youth Film Television)
- VIB (Virtuelles Institut für Bildwissenschaft / Virtual Institute of Picture Science)
- ZiB (Zentrum für interdisziplinäre Bildforschung / Center for Interdisciplinary Picture Research)

Miscellaneous

- Member of the Human Science Center at the Ludwig-Maximilians-University Munich, August 2004 – present
- Member of the editorial board of the magazine Visual Communication Quarterly, January 2007 – present
- Member of the advisory board of the magazine Image: Journal of Interdisciplinary Image Science, 2004 – present
- Scientific head of the work-study program accompanying the interdisciplinary lectures »Iconic Turn: Felix Burda Memorial Lectures« under the sponsorship of the Burda Academy of the Third Millennium and the Human Science Center at the Ludwig-Maximilians-University Munich, November 2002– July 2003
- Head of the DGPuK Division »Visual Communication«, November 2000 – November 2004
- Vice Head of the DGPuK Division »Media Pedagogy«, October 1999 – June 2000