



The Institute for Communication Science and Media Research (IfKW), Prof. Dr. Fröhlich at Ludwig Maximilian University Munich, invites outstanding, highly motivated graduates to apply for the following position:

## Doctoral Researcher “Strategic Communication” (f/m)

50% position, TV-L 13, for 3 years, from January 2014

The position focuses on the analysis of strategic communication/PR of political actors and experts in the field of international (violent) conflicts. The emphasis is on dynamics of the verbalization of evidential claims, frames, and agendas of strategic communicators. The overall aim is to analyze how the insertion of specific (strategic) contents into the public debate influences their further dissemination and the evolution of available news content. Successful candidates will join a young team of researchers which is part of a larger international project team, involving 9 European universities and research institutions. Together we are conducting an EU-funded research project on the role of media in (international) conflicts. Candidates are encouraged to conduct their PhD based on their research within this project.

### Suitable applicants should...

- hold a university degree (MA or equivalent) in Communication Science, or another social science if they can document their experience in the scientific analysis of public/strategic communication
- have experience in social scientific empirical research, specifically:
  - profound command of quantitative content analysis and other quantitative research methods
  - good knowledge of statistical data analysis strategies and techniques
  - methodological and theoretical experience in framing analysis
  - additional desirable, but not mandatory qualifications include experience in other qualitative research methods; automated/computer-assisted text analysis strategies; and/or statistical time series analysis
- possess excellent (written and spoken) English communication skills, and at least basic German language skills

### The candidate is expected to...

- contribute actively to the identification, collection and analysis of strategic communication/PR of political actors and experts
- contribute to the development of a specific research design and relevant research tools for framing analysis
- collaborate with the entire, multinational research team, specifically the researchers involved in the analysis of conflict-related news and social media contents
- collaborate with the entire team in the statistical analysis of obtained data
- participate in the team’s publication activities, and present advances from her/his work at international conferences

**The department and project consortium provides the candidate with...**

- an international, excellent research environment within a large, EU funded, innovative, collaborative research project
- collaboration with and supervision by experienced researchers in the social scientific analysis of strategic communication, quantitative and qualitative text analysis, and statistical data analysis
- access to large scale content analytic data, and integration with other research tasks within the project
- a generous budget for research-related travelling (attending conferences, project meetings) and other research-related expenses

**To apply, suitable candidates should submit the following by email to Prof. Dr. Romy Fröhlich ([froehlich@ifkw.lmu.de](mailto:froehlich@ifkw.lmu.de)) by 22.09.2013:**

- a cover letter briefly explaining the motivation for applying to the position
- a CV, addressing the required skills (above), including academic degrees, publications/conference papers (if any), and any other activities of relevance to the above task (employments, internships, trainings, etc.)
- copies of the relevant academic certificates (scanned)
- a digital copy of the candidate's final thesis, or a paper/publication relevant to the topic

The cover letter, CV, and certificates should be submitted as one joint PDF attachment.

**Job interviews are expected to take place in October.**

LMU Munich is an equal opportunity employer. The University continues to be very successful in increasing the number of female faculty members and strongly encourages applications from female candidates. LMU Munich intends to enhance the diversity of its faculty members. Furthermore, disabled candidates with essentially equal qualifications will be given preference.

For further information on Prof. Dr. Romy Fröhlich and her team, the Institute for Communication Science and Media Research, and LMU Munich, please consult these links:

Prof. Dr. Fröhlich: <http://www.ifkw.uni-muenchen.de/lehrbereiche/froehlich/english/index.html>

Dr. Baden: [http://www.ifkw.uni-muenchen.de/personen/mitarbeiter/baden\\_christian/index.html](http://www.ifkw.uni-muenchen.de/personen/mitarbeiter/baden_christian/index.html)

IfKW: <http://www.en.ifkw.uni-muenchen.de/index.html>

LMU: <http://www.en.uni-muenchen.de/index.html>

For specific inquiries, please contact Dr. Christian Baden ([c.baden@lmu.de](mailto:c.baden@lmu.de)), +49-89-2180-9425