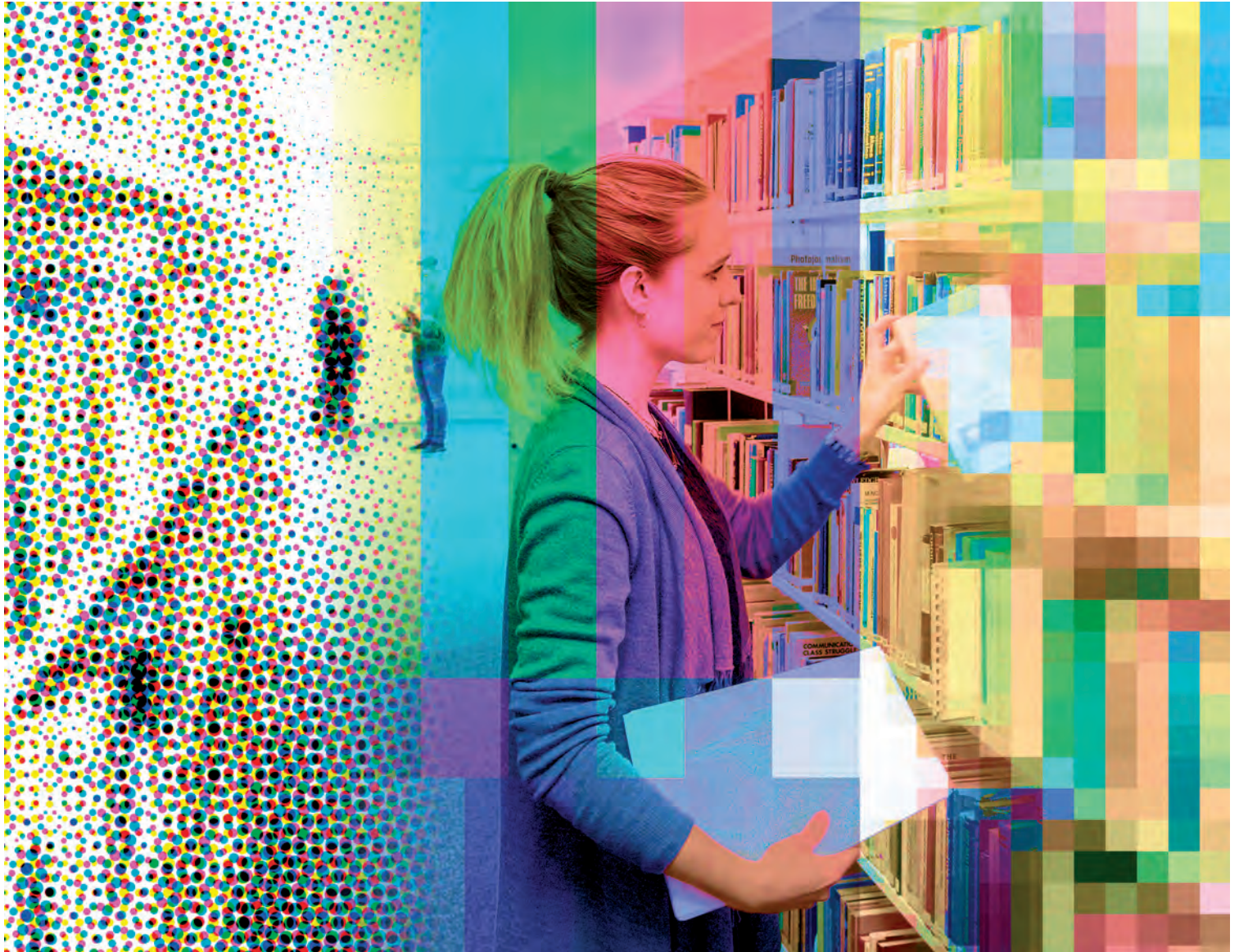




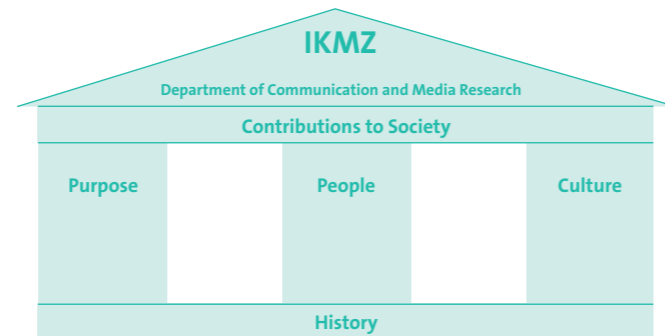
**University of
Zurich** ^{UZH}

Mission statement of the Department of Communication and Media Research



Preamble

The Mission Statement of the Department of Communication and Media Research (IKMZ) combines the department's core values and objectives. It has emerged from a dialogue among department members and reflects our culture, which is based upon the principles of joint responsibility and transparency. The mission statement acts as a guideline for our daily work and for the department's future development.



Our department is well connected nationally and internationally, and is a leader in the field of communication and media research.

Our Department

The identity of IKMZ and its contributions to society are based on our history and are defined by the purpose, members and culture of the department.

History: The first courses in communication at the University of Zurich were offered in 1903 with the establishment of a professorship in newspaper research. Since the 1990s, the University of Zurich has Switzerland's largest department of communication and media research. IKMZ builds on this 115-year-long tradition to find answers to current questions and develop solutions for the future.

Purpose: We perceive modern society to be a media and information society that is shaped by media-based communication flows. Our research has a strong theoretical and empirical foundation, and is directly related to the social, political, economic and technical conditions of our communication environment. We are interested in diverse communication actors and their strategies, the performance of the media, as well as the consumption and effects of manifold forms of communication – and we study these processes at the micro, meso and macro levels.

People: Members of the department include all research, teaching, administrative and support staff as well as students of all programs. We feel committed to all members of the department equally, and support their personal and professional development.

Culture: The department's culture is shaped by joint responsibility and thus by the department members. IKMZ is a place of diversity, as is seen in the variety of the members' origins and histories. Transparency, equal opportunities and mutual appreciation are our core values, which shape the dialogue between department members and external stakeholders.

Contribution to Society: We produce knowledge according to scientific quality standards. In addition to transmitting this knowledge in the classroom, we also actively contribute to and shape social discourse, in an independent and transparent fashion.

Our department's culture is shaped by joint responsibility, transparency, diversity, equal opportunity and mutual appreciation.

Our Culture

IKMZ seeks the best possible working conditions for its employees. All members of the department (professorial staff, postdoctoral and doctoral research and teaching staff, administrative and technical staff as well as students) and the external instructors cultivate professional, open and loyal teamwork. We ensure and encourage that our members participate in opinion- and decision-making processes that are relevant to the department.

We fill job vacancies and support talent at all levels based on the principles of diversity, transparency and equal opportunity. Gender balance is a matter of particular concern to us as well as providing suitable structures that facilitate the reconciliation of work and family life at all career levels.

Mutual appreciation and respect are values we live every day.

IKMZ is committed to the highest scientific standards.

Our Research

Fundamental research at IKMZ makes a contribution to the theoretical, methodological and empirical advancement of knowledge across the international academic community.

We explore communication from a social-scientific perspective, develop interdisciplinary approaches and promote cooperation with other departments and disciplines.

One of our major strengths is the breadth of the subject matter we cover coupled with in-depth expertise in the various domains. This is only possible through teamwork and collaboration where specialized groups and individuals within and outside the department share ideas and work together.

Our research focuses not only on Switzerland but also addresses many questions relevant to both European and global context.

As researchers, we place value on the independence and transparency of our work and we commit ourselves to the highest ethical and scientific standards.

IKMZ teaches the full breadth of the subject and supports students' engagement in topic areas currently being researched in the department.

Our Teaching

Students at IKMZ learn how to tackle questions analytically, how to explore them by means of social-scientific approaches and through empirical methods, and how to assess scientific findings critically.

Students graduating from our programs are well-equipped for both a scientific career and a career applying their skills in various communication-related professions.

IKMZ promotes research-based teaching and learning; courses are geared toward current topics and projects, and students are involved in ongoing research projects.

IKMZ supports cooperative learning and students' teamwork by whatever appropriate means.

Our curriculum, the course formats, and didactic methods are systematically evaluated, critically reflected upon, and continuously refined.

In research, teaching and outreach, IKMZ assumes its responsibility toward science and society.

Our Responsibility

With its courses, IKMZ trains graduates both for scientific careers and for applying their skills and knowledge to communication-related professions outside academia.

We address topics from the field of communication and media that are relevant to society in Switzerland as well as globally. We actively bring our scientific findings into social discourse. As always, we preserve the highest scientific standards.

As the biggest department of communication studies in Switzerland, IKMZ plays an important role in developing the discipline further in Switzerland and the German-speaking world. The department and its employees therefore actively participate in national and international associations and committees.

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