

Communication Scientist Marian Adolf Appointed FH-Professor

Adolf will establish a research institute at FH Wien der WKW's Department of Communication. He specializes in the interactions between media and social change.

Vienna, September 21, 2023 – FH Wien der WKW has awarded Marian Adolf, Senior Researcher at its Department of Communication since 2022, the title of “Fachhochschul-Professor”. Michael Heritsch, CEO of FH Wien der WKW, presented Adolf with the certificate at a ceremony on September 19, 2023, which was attended by colleagues and relatives of the honoree. Thomas A. Bauer, Professor Emeritus at the Department of Communication of the University of Vienna, gave the keynote speech.

Innovative research on social communication

“In a time of rapid digitalization, the expansion of innovative research in the field of societal communication is a core concern both for communication practice and for society as a whole,” Marian Adolf explains. “There is hardly a better place for this than the leading university of applied sciences for management and communication – and that is FH Wien der WKW as a renowned training institution for professional communicators,” the newly appointed FH professor continues.

At the Department of Communication at FH Wien der WKW, Marian Adolf will be devoting himself to setting up a research institute. His research focuses on the interactions between media and social change as well as the consequences of digitalization, especially the disinformation and discourse crisis of our time.

Digitalization and social change

“Staff members who are equally competent in research and teaching are the heart of a university and central to its success,” says Head of Academic Affairs Beate Huber. “Marian Adolf has made a name for himself as a communication scientist through his many years of research and teaching at universities in numerous countries. We are delighted that he is now bringing his experience in research, teaching and communication practice to FH Wien der WKW to explore highly topical issues of professional communication between digital transformation, upheavals in the media landscape and processes of social change.”

The awarding of the title “Fachhochschul-Professor” by the owner in agreement with the Academic Board is based on strict criteria. The requirements include a doctorate, proof of practice-oriented research activities as well as defined achievements in teaching and further education.

FH-Prof. Mag. Dr. Marian Adolf

Born in Vienna, Marian Adolf studied journalism and communication science as well as political science at the Universities of Vienna and Karlstad in Sweden. From 2002 to 2006 he worked as a research assistant at the University of Vienna. He then moved to Zeppelin University in Germany and worked as an assistant at the Karl Mannheim Chair of sociologist Nico Stehr. In 2010, he was appointed junior professor for media culture there, and from 2015 he held the chair of the same name.

PRESS RELEASE



Marian Adolf has held guest professorships at Quest University in Canada and at the University of Klagenfurt. He has also taught as a guest lecturer at various universities in Austria and abroad. His work at the interface of communication research and practice ranges from international research projects on media culture and media literacy to consulting for automotive corporations, social enterprises and cultural institutions.

Marian Adolf is the author of more than 50 academic publications, including several monographs, which have been published in five languages to date. In 2007, he was awarded the Leopold Kunschak Science Prize for his book “Die unverstandene Kultur”.

Photos:

FHWien der WKW has awarded the title of “FH Professor” to communication scientist Marian Adolf. From left to right: Thomas A. Bauer (University of Vienna), Michael Heritsch, Marian Adolf, Beate Huber (all FHWien der WKW).

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Marian Adolf has been Senior Researcher at the Department of Communication at FHWien der WKW since 2022. He researches the interactions of media and social change as well as the consequences of digitalization.

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FHWien der WKW – University of Applied Sciences for Management & Communication

FHWien der WKW is Austria's leading university of applied sciences for management & communication. Its Bachelor's and Master's degree programs offer more than 2,800 students a practice-oriented academic education. Around 900 people are completing a continuing education program at FHWien. Two thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research optimally prepares students for their careers. Since its foundation in 1994, FHWien der WKW has already produced around 14,400 graduates.

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