

Department of Philosophy & Media Studies,  
Institute for Media Studies  
University of Basel  
Holbeinstrasse 12  
4051 Basel  
Switzerland

Phone: +41 78 696 40 58  
Fax: +41 61 267 08 90  
Daniel.Klug@unibas.ch  
<https://populaerkultur.unibas.ch>

## DANIEL KLUG

### Citizenship

Germany  
*US permanent residence in process*

### Research Interests

Reality television, music television and music videos, audiovisual media products, computer-based media analyses, video sharing platforms, social network sites, popular music, qualitative media research, qualitative sociology

### Education

*University of Basel, Basel, Switzerland* 2008 – 2012  
Ph.D. in Media Studies, *summa cum laude*  
Advisor: Klaus Neumann-Braun

*University of Vienna, Vienna, Austria* 2002 – 2008  
Master in Sociology, minor in Theater, Film, & Media Studies, Cultural Studies

### Research Experience

Assistant, *University of Basel, Basel, Switzerland* 3/2012 –  
*Equivalent of Research Assistant Professor in US system.*  
with Klaus Neumann-Braun

*Varieties of scripted reality programs in television* 2014 – 2016  
and on the internet. Comparative analyses of production,  
product and reception in (German-speaking) Switzerland.  
Funded by the Swiss National Science Foundation.

Doctoral Student, *University of Basel, Basel, Switzerland* 7/2008 – 3/2012  
with Klaus Neumann-Braun

*Image-Text-Sound-Analyses of music videos.* 2008 – 2011  
Analysis of audiovisual relationships in music videos.  
Developed an analytical tool ([trAVis](#)) for music-centered  
transcription and analysis of audiovisual clips.  
Funded by the Swiss National Science Foundation.

### Publications: Books

*All German-titled articles and presentations have been translated into English.*

**Lip synching in Music Videos. On the Construction of Audiovision  
Through Music-Related Representational Acts** 2013  
*Lip Synching in Musikclips. Zur Konstruktion von Audio-Vision  
durch musikbezogene Darstellungshandlungen*  
Daniel Klug  
(Reihe Short Cuts | Cross Media, Band 6). Baden-Baden: Nomos.

- Computer-Based Analysis of Audiovisual Media Artifacts** 2013  
*Computergestützte Analyse von audiovisuellen Medienprodukten*  
 Christofer Jost, Daniel Klug, Axel Schmidt, Armin Reautschnig, Klaus Neumann-Braun  
 (Reihe Qualitative Sozialforschung, Band 22). Wiesbaden: Springer VS.
- Publications:** **Popular Music, Medial Music? Transdisciplinary Contributions on** 2011  
**Edited Books** **the Media of Popular Music**  
*Populäre Musik, mediale Musik? Transdisziplinäre Beiträge zu* 2011  
*den Medien der populären Musik*  
 Christofer Jost, Daniel Klug, Axel Schmidt, Klaus Neumann-Braun  
 (Reihe Short Cuts | Cross Media, Band 3). Baden-Baden: Nomos.
- The Meaning of Popular Music in Audiovisual Artifacts** 2009  
*Die Bedeutung populärer Musik in audiovisuellen Formaten*  
 Christofer Jost, Klaus Neumann-Braun, Daniel Klug, Axel Schmidt  
 (Reihe Short Cuts | Cross Media, Band 1). Baden-Baden: Nomos.
- Publications:** **Computer-based Analysis of Audiovisual Media Artifacts in** 2015  
**Articles in** **School Music Lessons**  
**Journals/Books** *Computergestützte Analyse von audiovisuellen Medienangeboten*  
*im schulischen Musikunterricht*  
 Daniel Klug  
*Musikunterricht(en) im 21. Jahrhundert. Augsburg: Weißner (i. Ersch.).*
- Scripted Reality-Shows in German-speaking Television Programs.** 2014  
**Tri-National Program Analysis and the Concept of a Combined Analysis**  
**of Product and Production**  
*Scripted Reality-Formate im deutschsprachigen Fernsehprogramm.*  
*Trinationale Programmanalyse und Konzeption einer kombinierten*  
*Produkt- und Produktionsanalyse*  
 Daniel Klug, Axel Schmidt  
*In: Studies in Communication Sciences, 14(2014), S. 108–120.*
- The Body (and Its Representations) in Factual Entertainment.** 2014  
**Producing Reality in and Beyond Television**  
*Körper(-Darstellungen) im Reality-TV. Herstellung von Wirklichkeit*  
*im und über das Fernsehen hinaus*  
 Daniel Klug, Axel Schmidt  
*In: sozialer sinn, 1/2014. S. 77–107.*
- A Song For the Lovers** 2011  
 Daniel Klug  
*In: Fischer, Michael/Grosch, Nils/Hörner, Fernand: Songlexikon.*  
 URL: <http://www.songlexikon.de/songs/asongforthelovers>

- (In-)Coherences. On the Performative Practice of Lip Synching in the Audio-Vision of Music Videos** 2011  
*(Un-)Stimmigkeiten. Zur Darstellungspraxis des lip synching in der Audio-Vision des Musikclips*  
 Christofer Jost, Daniel Klug, Axel Schmidt, Klaus Neumann-Braun  
*Populäre Musik, mediale Musik? Transdisziplinäre Beiträge zu den Medien der populären Musik*  
 (Reihe Short Cuts | Cross Media, Band 3). Baden-Baden: Nomos. S. 7–29.
- Two Become One? The Original in the Audio-Vision of the Music Video** 2011  
*Aus zwei mach eins? Das Original(e) in der Audio-Vision des Musikclips*  
 Daniel Klug  
*Lied und populäre Kultur / Song and Popular Culture. Jahrbuch des Deutschen Volksliedarchivs. 56. Jahrgang: Original und Kopie/ Original and Copy.*  
 Münster: Waxmann. S. 43–61.
- The Monstrous Body in Music Videos** 2011  
*Der monströse Körper im Musikclip*  
 Daniel Klug  
*Dawn of an Evil Millennium. Horror/ Kultur im neuen Jahrtausend.*  
 Darmstadt: Büchner. S. 312–318.
- All eyes on... music? Music and Audio Vision in Transition** 2011  
*All eyes on... music? Musik und Audiovision im Wandel*  
 Daniel Klug, Klaus Neumann-Braun  
*Imageb(u)ilder. Vergangenheit, Gegenwart und Zukunft des Videoclips (Ausstellungsband).* Münster: Telos, S. 52–71.
- ...don't be afraid, don't have no fear – Horror Aesthetics in the Pop Music Video “Everybody (Backstreet’s back)”** 2010  
*’...don't be afraid, don't have no fear’ – Horrorästhetik im Popmusikclip zu ‘Everybody (Backstreet’s back)’*  
 Daniel Klug  
*pop:aesthetiken. Beiträge zum Schönen in der populären Musik*  
 (Werkstatt Populäre Musik, Band 2). Innsbruck: Studienverlag. S. 139–161.
- Integrated Analysis of Image, Text, and Sound. The Example of the Music Video “Californication”** 2009  
*Integrierte Bild-Text-Ton-Analyse. Am Beispiel des Musikclips ‘Californication’*  
 Christofer Jost, Daniel Klug  
*Die Bedeutung populärer Musik in audiovisuellen Formaten*  
 (Reihe Short Cuts | Cross Media, Band 1). Baden-Baden: Nomos, S. 197–242.
- The Song in the Context of Audio Vision. Introduction to a Dispersed Research Area** 2009  
*Der Song im Zeichen der Audiovision. Zur Einführung in ein disparates Forschungsfeld*  
 Christofer Jost, Klaus Neumann-Braun, Daniel Klug, Axel Schmidt  
*Die Bedeutung populärer Musik in audiovisuellen Formaten*  
 (Reihe Short Cuts | Cross Media, Band 1). Baden-Baden: Nomos, S. 7–19.

Publications: Reports	<b>The Pedagogical Concept of Peer Education in the Context of Media Literacy Advancement and Youth Media Protection</b> <i>Das pädagogische Konzept der Peer Education im Rahmen von Medienkompetenzförderung und Jugendmedienschutz</i> Klaus Neumann-Braun, Vanessa Kleinschnittger, Michael Baumgärtner, Daniel Klug, Alessandro Preite, Luca Preite (Berichtsnummer 15/12).	2012
	<b>Risk Factors in Young People's Use of Digital Media and Possible Strategies in the Context of Prevention and Intervention</b> <i>Risikofaktoren bei der Nutzung digitaler Medien durch Jugendliche und mögliche Handlungsstrategien im Rahmen von Prävention und Intervention</i> Klaus Neumann-Braun, Vanessa Kleinschnittger, Michael Baumgärtner, Daniel Klug, Alessandro Preite, Luca Preite (Berichtsnummer 12/12).	2012
Presentations	<b>trAVis – A Tool for Multimodal Data Analysis</b> 2nd Bremen Conference on Multimodality (BreMM15). Bremen, Germany. September 21-22, 2015.	2015
	<b>Popular Entertainment between Fact and Fiction: The Case of German Scripted Reality Shows</b> 4th European Popular Culture Association Conference (EUPOP15). Berlin, Germany. July 29-31, 2015.	2015
	<b>Productions of Scripted Reality Between Fact and Fiction</b> <i>Scripted Reality-Produktionen zwischen Fakt und Fiktion</i> The (Un-)Truth of Images. Modes of Reality in TV and Cinema Conference. Kiel, Germany. March 26-28, 2015.	2015
	<b>The Construction of Images Including a Capability for Truth – Production Techniques in Factual Entertainment</b> <i>Die Herstellung wahrheitsfähiger Bilder – Produktionstechniken im factual entertainment</i> The (Un-)Truth of Images. Modes of Reality in TV and Cinema Conference. Kiel, Germany. March 26-28, 2015.	2015
	<b>Displaying the Self through Moving Images. Functions and Consequences of YouTube-Videos on Peer-Perception and Self-Identification</b> 64th Annual Conference of the International Communications Association (ICA). Seattle, WA, USA. May 21-25, 2014.	2014
	<b>Entertainment Television Between Fact and Fiction: Comparative Analysis of the Product, Production, and Perception of Scripted Reality Shows</b> <i>Zwischen fiktionaler und faktualer Fernsehunterhaltung: Vergleichende Produktions-, Produkt- und Rezeptionsanalysen von Scripted Reality-Formaten</i> Conference of the Swiss Association for Communication and Media Research. Zurich, Switzerland. April 11-12, 2014.	2014

**What's that sound? Creating realistic audio visual experiences in music videos** 2013  
 1st International Conference of the European Sound Studies Association (ESSA).  
 Berlin, Germany. October 11-12, 2013.

**Reality TV and the Construction of Realness in Television and Beyond** 2013  
*Reality TV – Herstellung von Wirklichkeit im und über das Fernsehen hinaus*  
 Annual Conference of the History of Television/Television Studies Division of  
 the Society for Media Studies.  
 Regensburg, Germany. May 3–5, 2013.

**trAVis – A Music-centered Transcription Tool for Audiovisual Media Artifacts** 2013  
*trAVis - Musikzentriertes Transkriptionsprogramm für audiovisuelle Medienprodukte*  
 17th Work Conference for Conversational Research.  
 Institute for German Language, Mannheim, Germany. March 22, 2013.

**Computer-based Analysis of Music Videos** 2013  
*Computergestützte Analyse von Musikclips*  
 University of Applied Science North-Western Switzerland.  
 Aarau, Switzerland. February 12, 2013.

**Analyzing Television Products Using the Transcription Tool trAVis:  
 Workflow, Variations and Comparisons** 2013  
*Analyse von Fernsehprodukten mit trAVis – Workflow, Variationen und Vergleiche*  
 Music – Computer – Analysis Conference.  
 Basel, Switzerland. February 8-9, 2013.

**trAVis - Transcribing Music-Based Audiovisual Media Through  
 Computer-based Analysis** 2012  
 7th Conference of the European Research Network “Sociology of the Arts”.  
 Vienna, Austria. September 5-8, 2012.

**Lip Synching As Performance Strategy in Music Videos** 2011  
*Lip Synching als Darstellungsstrategie im Musikclip. Zur Konstruktion von Audiovision*  
 Basel PhD-Colloquium “Methods and Research”.  
 Basel, Switzerland. April 12, 2011.

**Computer-based Integrated Analysis of Images, Text, and Sound in  
 Audiovisual Media Artifacts** 2011  
*Computergestützte integrierte Bild-Text-Ton-Analyse audiovisueller Materialien*  
 Conference of the Swiss Association for Communication and Media Research.  
 Basel, Switzerland. April 8-9, 2011.

**Visualization of Popular Music in Music Videos** 2010  
*Visualisierung populärer Musik im Musikclip*  
 Annual Conference of the Workgroup for the Study of Popular Music.  
 Mannheim, Germany. November 19-21, 2010.

**Intermedia Structures in Music Videos. Towards an Integrated Analysis of Images, Text, and Sound, Illustrated With the Music Video “Californication”** 2009

*Intermediale Strukturen im Musikclip. Auf dem Weg zu einer integrierten Bild-Text-Ton-Analyse, veranschaulicht am Musikclips ‘Californication’*

Workshop on the Meaning of Popular Music in Audiovisual Artifacts.

Basel, Switzerland. February 5-6, 2009.

**Forms and Functions in the Presentation of Horror in Music Videos** 2007

*Formen und Funktionen der Inszenierung von Horror in Musikvideoclips*

Workshop and Workshow Visual Sociology.

Vienna, Austria. November 23-24, 2007.

**The Brief Horror in Music Videos** 2007

*Das kurze Grauen. Horror in Musikvideoclips*

Conference of “Project Intermediality”.

Vienna, Austria. March 30-31, 2007.

**Teaching  
Experience**

**Supervision of Master & Bachelor Theses** 2009 –

Bachelor & Master-level, University of Basel. Basel, Switzerland.

**Computer-based Analysis of Audio Visual Media Artifacts Using the Web Application trAVis** 2013 –

*Computergestützte Analyse audiovisueller Medienprodukte mit der Web- Applikation trAVis*

Master-level course, University of Basel. Basel, Switzerland.

**Ways of Staging Media Realities** Fall 2013

*Arten und Weisen der Inszenierung medialer Wirklichkeiten*

Master-level course, University of Mannheim. Mannheim, Germany.

**Qualitative Methods of Television Studies** 2012 –

*Qualitative Methoden der Fernsehforschung*

Bachelor-level course, University of Basel. Basel, Switzerland.

**Analysis of Short Audiovisual Clips On YouTube** Spring 2012

*Analyse audiovisueller Kurzformate am Beispiel von YouTube*

Bachelor-level course, University of Basel. Basel, Switzerland.

**Analysis of (Audio)Visual Communication: Reality-TV II** Fall 2011

*Analyse (audio-)visueller Kommunikation: Reality-TV*

Bachelor-level course, University of Basel. Basel, Switzerland.

**Analysis of (Audio)Visual Communication: Reality-TV** Spring 2011

*Analyse (audio-)visueller Kommunikation: Reality-TV*

Bachelor-level course, University of Basel. Basel, Switzerland.

**Research Course: Reality-TV** Spring 2010

*Forschungswerkstatt Reality-TV*

Bachelor-level course, University of Basel. Basel, Switzerland.

**Product Analyses and Videoclips***Fall 2009**Produktanalysen und Videoclips*

Bachelor-level course, University of Basel. Basel, Switzerland.

**Conference  
Organization****PhD-Conference “Working With Everyday Life–How Reality TV Creates Facts!”**, 11/2012

Institute for Media Studies, University of Basel. Basel, Switzerland.

**Popular Music, Medial Music?***6/2010*

Institute for Media Studies, University of Basel. Basel, Switzerland.

**The Meaning of Popular Music in Audio Visual Artifacts***2/2009*

Institute for Media Studies, University of Basel. Basel, Switzerland.

**Professional  
Memberships**

- European Sociological Association (ESA)
- Gesellschaft für Populärmusikforschung e.V. (GfPM)  
*Society for the Studying of Popular Music*
- International Communication Association (ICA)
- Schweizer Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM)  
*Swiss Association of Communication and Media Research*

**References****Klaus Neumann-Braun**

Department of Philosophy and Media Studies

*University of Basel, Switzerland*

☎ +41 61 267 08 71

✉ [K.Neumann-Braun@unibas.ch](mailto:K.Neumann-Braun@unibas.ch)**Axel Schmidt***Institute for the German Language (IDS), Germany*

☎ +49 621 1581 317

✉ [Axel.Schmidt@ids-mannheim.de](mailto:Axel.Schmidt@ids-mannheim.de)**Christofer Jost**

Centre for Popular Culture and Music (ZPKM)

*University of Freiburg, Germany*

☎ +49 761 70 503 18

✉ [christofer.jost@zpkm.uni-freiburg.de](mailto:christofer.jost@zpkm.uni-freiburg.de)