



Martin Gertler

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Nationality: German

ABOUT ME

I work as a consultant for students, doctoral candidates and teachers as well as a media producer. In 2002 I was appointed FH professor for media production and reception research at RFH Cologne and in 2008 univ. professor for communication science and rector at Stenden University Berlin. Furthermore, I have been supervising PhD students at UvH Utrecht since 2011 and at GHU Anguilla since 2021.

ACADEMIC APPOINTMENTS

[01/08/2021 – Current] **University Professor**

Global Humanistic University, Anguilla (UK)

[01/01/2011 – Current] **Visiting Professor**

Universiteit voor Humanistiek, Utrecht, Netherlands

[02/08/2008 – 01/08/2009] **University Professor**

Stenden University Berlin, Germany. Communication Science

[01/03/2002 – 30/06/2020] **Professor**

Rheinische Fachhochschule (RFH), Cologne, Germany. Media Production, Media Theories and Reception Research

WORK EXPERIENCE

[01/08/2021 – Current] **Doctoral Advisor**

Global Humanistic University

City: The Valley, Anguilla | **Country:** United Kingdom

- Supervision of doctoral candidates

[01/01/2019 – Current] **Reviewer**

freelance

Country: Germany

- Reviews for journals several times a year
- 2020 Awarded the [Emerald Literati Award 2020](#) as Outstanding Reviewer of International Journal Articles for Emerald Publishing, Bingley (UK)

[01/01/2011 – Current] **Doctoral supervisor**

freelance

City: Utrecht | **Country:** Netherlands

- Promotor (doctoral supervisor) with doctoral rights in the [Graduate School](#) of the University for Humanistic Studies, Utrecht (NL) - [Profile page](#) / [Dissertations](#)
- Seminars with the doctoral students on scientific methods

[01/01/2007 – Current] **Advisor for students, doctoral candidates and lecturers**

freelance

Country: Germany

1. Online counselling at <https://forschenlernen.jetzt>
2. Supporting services at <https://wissenschaftlichesarbeiten.support>
3. Coaching at <https://promotionsbegleiter.de>
4. Lecturer trainings at <https://flippedclassroom.academy>

[01/01/2007 – 01/08/2009]

University Founder

Stenden UoaS, Leeuwarden (NL)

City: Berlin | **Country:** Germany

1. Founding rector of [Stenden University Berlin](#) (SUB), a university Master School
2. Obtaining university admission within eight months
3. Creation of five Master's programmes, one doctoral programme and all university regulations
4. Appointment as University Prof. for Communication Studies with approval of the Berlin Ministry of Education and Research
5. Managing Director of the gGmbH

[01/03/2002 – 30/06/2020]

Professor

Rheinische Fachhochschule (RFH)

City: Köln | **Country:** Germany

1. Denomination: Media Production, Media Theories and Reception Research
2. Subjects: Media and communication theories, media production, journalism and public relations, content management, media ethics, leadership skills and ethics, scientific work, research seminars for the preparation of master's theses
3. Didactics: from 2006 on, successive conversion of teaching to inverted classroom and production as well as publication of own external MOOCs.
4. University functions: Study programme directors (media business, media design), accreditation officer for programme accreditations (with AQAS and FIBAA) as well as for institutional accreditation (German Council of Science and Humanities), since 2018 didactic and technical training of internal and external lecturers for asynchronous and synchronous online teaching (Flipped Classroom / Inverted Classroom etc.)

[01/01/1995 – Current]

Journalist, PR consultant and media producer

tele vision media production

City: Köln | **Country:** Germany

1. Founder and manager, from 2002 continued as freelancer
2. TV productions for public TV broadcasters
3. Book, CD, web and video productions for companies and aid organisations

[01/01/1986 – 31/12/1994]

Journalist and media producer

tele public GmbH

City: Münster | **Country:** Germany

1. Co-founder and managing partner
2. TV productions for public and private TV broadcasters
3. Video productions for companies and aid organisations

[01/04/1982 – 31/12/1985]

TV editor

Kath. Fernsehen Ludwigshafen (Bistum Speyer); Erstes Privates Fernsehen (EPF, Die Rheinpfalz)

City: Ludwigshafen | **Country:** Germany

1. Set up the programme (editorial) and studio (technical) for the Catholic Church in the Ludwigshafen studio, programme preparations for the start of the cable pilot project (until 30.11.1983).
2. On 1.12.1983 transferred to EPF as editor in charge of the first private television programme in Germany on 1.1.1984, head of department for the current affairs programme for two years, live presenter

EDUCATION AND TRAINING

[01/09/1987 – 16/03/1999]

Doctor (PhD)

Radboud University Nijmegen <https://www.ru.nl/>

City: Nijmegen | **Country:** Netherlands | **Field(s) of study:** Empirical theology | **Final grade:** Doctor | **Level in EQF:** EQF level 8 | **NQF Level:** Niveau 8 | **Thesis:** „Unterwegs zu einer Fernsehgemeinde – Erfahrung von Kirche durch Gottesdienstübertragungen“ ("On the way to a televised parish - experiencing church through worship broadcasts")

Link: <https://vimeo.com/13855672>

1. Part-time doctoral thesis at the Radboud Universiteit, Nijmegen (Netherlands), former name: Katholieke Universiteit Nijmegen.
2. 1999 interdisciplinary (theological and communication science-empirical) doctorate (Dr. / PhD)

[01/05/1973 – 31/10/1979]

State exam (diploma)

Philosophisch-theologische Hochschule der Franziskaner und Kapuziner <http://www.pth-muenster.de/>

City: Münster | **Country:** Germany | | **Final grade:** 2,5 | **Level in EQF:** EQF level 7 | **NQF Level:** Niveau 7 | **Number of credits:** 300 | **Thesis:** Non-professional community work as an opportunity for engagement in church communities

1. Studied philosophy and theology in Münster (Germany) and in the academic year 1976/7 at the Katholieke Universiteit Nijmegen (Netherlands)
2. Diploma curriculum

LANGUAGE SKILLS

Mother tongue(s): German **Other language(s):** English , Niederländisch

DIGITAL SKILLS

My Digital Skills

Own programmed websites | Own Learning Management System | Own video production | Own online courses | Own book production, Print on Demand

PUBLICATIONS

[2023] [How to Research Qualitatively, Tips for Scientific Working](#)

[2023] [Qualitatives Forschen, Tipps für wissenschaftliche Arbeiten](#)

[2023] [Forschen lernen, Tipps zum wissenschaftlichen Arbeiten](#)

Reference: 4. Auflage

[2019] [Grundmodell der Wissenschaft, Ihr Weg zur richtigen Gliederung](#)

[2018] [Learn to Research, Tips for Scientific Working](#)

[2018] [How to Develop your Research Question, Examples from Webinars](#)

- [2017] [Entwicklung einer Forschungsfrage, Handreichung mit Beispielen aus der Hochschulpraxis](#)
- [2016] [Forschen, Grundlagen und Tipps für wissenschaftliche Arbeiten](#)
- [2016] [Sprachreisen für Jugendliche, Analyse eines Konzepts](#)
Reference: zusammen mit Kai Wienands
- [2015] [Zwei Paradigmen nebeneinander: Meinungsbildung durch klassische vs. Interaktive Medien](#)
Reference: In: M. Friedrichsen und R. A. Kohn (Herausgeber): Digitale Politikvermittlung, Chancen und Risiken.
- [2014] [Veganes per Social Media kaufen, Social Commerce in einem Nischenmarkt](#)
Reference: zusammen mit Jan Scholten
- [2014] [Twitter und der öffentliche Diskurs, Medienethische Fragen zur Funktion des Microblogging-Dienstes](#)
Reference: zusammen mit Matthias Weiler
- [2013] [Meaning-generating Propositions of Reality by Media, Quality Attributes and Functions of Journalism](#)
Reference: In: Journal of Information, Communication & Ethics in Society, 11(1), 2013
- [2012] [Partizipation und Mystagogie als Leistungsmerkmale der Regie, Grundkonzeption eines Fernsehformats](#)
- [2011] [Medien zwischen Ökonomie und Qualität, Medienethik als Instrument der Medienwirtschaft](#)
Reference: zusammen mit Mike Friedrichsen
- [2007] [Wieviel Wissenschaftlichkeit verträgt Design?](#)
Reference: In: M. Gertler und u. a. (Herausgeber): Kölner Akzente zum Mediendesign (1), S. 117-123
- [2004] [Für 'User' produzieren, Eine rezipientenorientierte Konzeptionsmethodik](#)
Reference: In: M. Gertler (Herausgeber): Kommunikation oder Unterhaltung? Aufgabenstellungen der Medien, S. 2
- [2004] [Mehr als Flimmern und Rauschen, Grundlagen der Bewegtbild-Kommunikation](#)
Reference: In: M. Gertler (Herausgeber): Kommunikation oder Unterhaltung? Aufgabenstellungen der Medien, S. 1
- [2004] [Kommunikation oder Unterhaltung? Aufgabenstellungen der Medien](#)
Reference: (Hrsg.)
- [2002] [Umsetzen statt Gestalten? TV-Formatismus und persönliche Kreativität](#)
Reference: In: M. Krzeminski (Herausgeber): Professionalität der Kommunikation. Medienberufe zwischen ...
- [2001] [Wenig Feierlichkeit auf dem Bildschirm, Gottesdienstübertragungen im deutschen Fernsehen](#)
Reference: In: P. Post und u. a. (Herausgeber): Christian Feast and Festival: The Dynamics of Western Liturgy

[1998] [Unterwegs zu einer Fernsehgemeinde, Erfahrung von Kirche durch Gottesdienstübertragungen](#)

Reference: (Dissertation)

[1981] [Richtungswechsel, Über einen Versuch, TV zu einem Kommunikationsmittel zu machen](#)

Reference: In: L. Huth und M. Krzeminski (Herausgeber): Zuschauerpost - ein Folgeproblem massenmedialer Kommun