

Autumn School

›The Sociology of Knowledge Approach to Discourse (SKAD)‹

**University of Augsburg (Germany),
September 15-17, 2025**

Organiser: Prof. Dr. Reiner Keller (University of Augsburg)

Please visit <https://www.uni-augsburg.de/en/fakultaet/philsoz/fakultat/soziologie/diskursforschung/> for information and details on the venue, SKAD-related events etc.

Following the high interest and success of the last six international workshops with participants from different countries and all world regions, there will be another introductory workshop in English on the Sociology of Knowledge Approach to Discourse (SKAD) at the University of Augsburg in September 2025. The organiser invites novice as well as experienced academics from a wide range of disciplines, including but not limited to sociology, ethnology, political science, cultural studies, linguistics, education, and other humanities, to explore the potential of this approach to studying discourses in the context of their own projects and research. Please note that the English Autumn School SKAD gives priority to participants without a German language background. German speakers are invited to register for our German language Summer School WDA.

The Sociology of Knowledge Approach to Discourse draws from Berger & Luckmann's sociology of knowledge, the interpretive paradigm in pragmatist sociology, and core Foucauldian concepts in the analysis of regimes of power/knowledge, discourses & dispositifs. In doing so, SKAD re-directs discourse research towards Foucauldian research interests about questions of social relationships of knowledge & knowing and politics of knowledge & knowing. Doing discourse research refers, according to SKAD, to elements of qualitative research designs (like theoretical sampling, sequential analysis, analysis by contrasting cases, category building, discourse ethnography) and interpretive analytics.

Since the late 1990s, the Sociology of Knowledge Approach to Discourse (SKAD) has been established in discourse & dispositif research in Germany and many other countries. Today, it informs a large amount of research projects and publications across fields and disciplines. Workshops introducing theory, methodology, and methods of SKAD research have been established in Germany for more than 20 years. Workshops in French and English have followed suit in the last years (e.g., in the United States, Switzerland, Austria, France, Denmark, Belgium, United Kingdom, Romania, Portugal, Japan, Kazakhstan).

The Augsburg autumn school builds on the broad international interest in SKAD and introduces core issues of the concrete doing and practice of SKAD based discourse research. It addresses colleagues from the social sciences and the broad range of the humanities who are interested in learning about SKAD and its profile within the field of discourse studies as well as in doing SKAD research/using SKAD methodologies in their own discourse-oriented research.

The workshop will discuss the following topics:

- What is at stake when using SKAD in discourse research?
- SKAD theory: discourses & dispositifs – and how to conceptualise them
- Research questions and conceptual tools in SKAD
- The methodology of interpretive analytics
- Getting into the field: methods of data collection and analysing data
- Getting out of the field: from data analysis to comprehensive diagnostics
- Discussion of participants' research
- Special interest session

Special interest session: The session discusses specific questions on SKAD based discourse and dispositif research (for example, the analysis of visualisations, materiality, the ethnography of dispositifs) and allows for an in-depth discussion of SKAD applications in various disciplines (subject to selection if necessary). Participants are invited to discuss SKAD in relation to their own research interests and work.

The workshop includes several data analysis sessions. Furthermore, participants are invited to present their individual research project for group discussion.

The Venue: University of Augsburg

The [University of Augsburg](https://www.uni-augsburg.de) is located in the city of Augsburg in southern Germany, which is 60 km/40 miles from the Bavarian capital Munich and can be easily reached by train or by flight via Munich (MUC) airport. Hotel rooms are available from 40-90 Euro per day.

The Workshop

- The three-day workshop starts on September 15/2025 at 9.30 pm and ends on September 17/2025 at 5 pm.
- The number of participants is limited to 25 people max. Depending on the number of participants who wish to present their work, the organisers may need to select amongst the individual projects for discussion.
- Additional program: open space time slots for questions and discussion, dinner, citywalk, pubcrawl
- Venue: University of Augsburg Campus; for more information see <https://www.uni-augsburg.de/en/fakultaet/philsoz/fakultat/soziologie/diskursforschung/>, "Arrival and Accommodation".
- Contact: Martin Blessinger, skad@phil.uni-augsburg.de

Workshop Fee

The workshop fee is **80 Euro** per person (includes refreshments during the workshop). This fee does not cover travel, accommodation, or meals, which are the responsibility of each individual participant. A reduced fee (40 Euros) might apply for participants arriving from Non-European 'low income' countries without institutional coverage of participation. Please contact us, if this applies to you (skad@phil.uni-augsburg.de).

Registration

Register via the registration form on our website <https://www.uni-augsburg.de/en/fakultaet/philsoz/fakultat/soziologie/diskursforschung/>. Please provide the following information:

- Last name, first name, e-mail
- Invoice address (Please make sure to use the address of your organisation if the costs are covered by this organisation)
- Your current position
- If applicable: your current research project in discourse analysis and whether or not you are interested in presenting and discussing your own research/data at the workshop.

Please complete all fields of the form if possible and ensure that all details are correct (in particular, we would like to point out again that an institutional address must be given as the invoice address in the case of financing by an employer). Corrections and the issue of corrected invoices at a later date are not possible. If you have any questions, please contact us at the e-mail address given above.

After your registration you will receive a confirmation and you can immediately start booking your travel and accommodation. We utilise a two-stage registration process. The registration phase will end on 10 July 2025. After that, we will start sending out invoices (between 10 July and September 2025). Please see our General Conditions for Participation for further information on conditions of registration and participation, payment and more. If the planned number of participants is exceeded, we may set up a waiting list.

Registration is possible until 10.07.2025. Registrations received after this date can not be considered.

Preliminary Workshop Program

Monday (15/09/2025)

- 09.30 am Registration
- 10.00 am Welcome from the organisers + introduction of the participants
The arena of discourse studies
- 12.30 am *Lunch (not included)*
- 1.45 pm SKAD: What's it all about?
- 2.45 pm Break
- 3.00 pm SKAD: Theory and concepts
- 4.30 pm *Break*
- 4.45 pm Data analysis session 1
- 6.15 pm End of day 1
Welcome reception with food & drinks

Tuesday (16/09/2025)

- 9.30 am SKAD: Research process and methods
- 10.45 am *Break*
- 11.00 am Data analysis sessions 2
- 12.30 am *Lunch (not included)*
- 1.45 pm Data analysis sessions 3
- 3.15 pm *Break*
- 3.30 pm Participants' presentations
- 5.00 pm City walk
- 7.00 pm *Downtown group dinner (not included)*

Wednesday (17/09/2025)

- 9.30 am Participants' presentations
- 10.45 am *Break*
- 11.00 am Special interest session
- 1.00 pm *Lunch (not included)*
- 1.45 pm Discussion: Future perspectives in SKAD related discourse research
- 5.00 pm End of workshop

The Organiser

Prof. Dr. Reiner Keller is Professor of Sociology at the University of Augsburg. From 2011 to 2016 he headed the sociology of knowledge division of the DGS. He started working on and with SKAD in the 1990s. He has longstanding experiences in discourse workshops as well as a long list of publications in discourse research. His work & research interests include social science discourse research, sociology of knowledge and culture, qualitative methods, and analysis of contemporary societies. He has a longstanding experience in conducting and directing collaborative research projects. Recent projects include DFG-funded research on politics of knowledge and knowing in the field of hydraulic fracturing (2017-2021), energy transition (2018-2023) and regulatory conflicts surrounding prostitution (2018-2023), respectively. See <http://www.uni-augsburg.de/keller>

- Keller, R. (2011): The Sociology of Knowledge Approach to Discourse (SKAD). In: *Human Studies*, 34 (1), pp. 43-65.
- Keller, R. (2012): Entering Discourses: A New Agenda for Qualitative Research and Sociology of Knowledge. In: *Qualitative Sociology Review*, Vol. VIII Issue 2, pp. 46-55.
- Keller, R. (2013): *Doing Discourse Research. An Introduction for the Social Sciences*. London: Sage.
- Keller, R. (2014): Comparing Discourse Between Cultures. A Discursive Approach to Movement Knowledge. In: Baumgarten, B., Daphi, P., Ulrich, P. (Eds.): *Conceptualizing Culture in Social Movement Research*. Hampshire: Palgrave, pp. 113-139 (with P. Ullrich).
- Keller, R./Hornidge, A./Schünemann, W. (Eds.) (2019): *The Sociology of Knowledge Approach to Discourse. Investigating the Politics of Knowledge and Meaning-Making*. London: Routledge (free open access)
- Keller, R. (2024): *The Sociology of Knowledge Approach to Discourse. A Research Agenda*. New York: Springer

General Conditions for Participation

1. By registering, participants undertake to pay the full contribution towards expenses into the specified account within the specified period after receipt of the invoice.
2. Registration is binding. Cancellations are only possible until the invoice have been sent. After that, outstanding invoices must be settled. Refunds are not possible except for exceptional cases.
3. Cancellations are possible up to four weeks before the start of the event. In this case, any fees already paid can be refunded. No refunds are possible for later withdrawals and outstanding invoices must be settled.
4. If payment of the participation fee is not made within the specified period even after a reminder from the organizer, there is no entitlement to participation. The obligation to pay remains in effect.
5. Participants may transfer their right to participate to another person with the organisers' permission.
6. In case that the workshop must be cancelled by the organisers due to force majeure, all fees will be refunded.
7. The organisers take no responsibility for damage to or loss of electronic and other equipment.