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He was President of the German Association for Communication Research (1986-1988), Dean of the Faculty of Social Sciences at the University of Mainz (1998-2003) and Head of the History Section of IAMCR (1996-2000). 1993 and 1999 he taught as Visiting Professor at the University of Washington (Seattle, USA). He is Prof. h.c. at the Lomonossow University Moscow (Russia), Corresponding Member of the Austrian Academy of Sciences (Vienna) and Visiting Professor at the University of Lugano (Switzerland).

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