

Study Regulations for the Graduate Degree in Visual and Media Anthropology (Master of Arts)

PREAMBLE

On the basis of paragraph 14 section 1 no. 2 Partial Rules (testing model) of the Freie Universität Berlin (October 27, 1998 – FU-Mitteilung [Gazette of Freie Universität Berlin] No. 24/1998), the Faculty Council of the Faculty for Political and Social Sciences issued the following study regulations for the Graduate Degree in Visual and Media Anthropology (Master of Arts) on the 21st of May and 4th of June 2008:

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§ 1 Scope of Application

The present study regulations apply to the goals, content and structure of the Graduate Degree in Visual and Media Anthropology (Master of Arts), on the basis of the examination rules of May 21st 2008.

§ 2 Description of the Course of Studies

(1) This Graduate Degree in Visual and Media Anthropology (Master of Arts) enables students to sharpen their theoretical knowledge and technical skills in the fields of Visual and Media Anthropology. The multidisciplinary qualifications obtained will include practical knowledge and professional capabilities as well as theoretical proficiency in Visual and Media Anthropology.

(2) The program takes place online and is complemented with in-house classes. The language of instruction is English.

§ 3 Goals of the Course

(1) The program is meant to enable students to deepen their knowledge of social-anthropological theory and methods in visual and media anthropology. It should give them the capability to conduct scientific work and prepare them for specific professional fields (for instance media work). Students will acquire practical media competencies rooted in socio-anthropologically sound methods, which once applied will bring them an understanding of regional and global media realities (focus on Africa and Asia). The programme content will also ensure the transmission of gender-related competencies.

(2) This Graduate Degree in Visual and Media Anthropology (Master of Arts) also enables those who are already active in the professional fields of the media industry to gain visual and media anthropological knowledge, therefore widening their professional perspectives to positions in cultural and social science-oriented TV, print and online media, directing for television and film production firms, as well as working in management functions or as curators at film festivals, working in film archives, museums and cultural institutions with media presentation concepts.

This Graduate Degree in Visual and Media Anthropology (Master of Arts) should aim to convey a scientific foundation as well as practical experience for a professional activity with an expertise in the area of Visual Anthropology (ethnographic film and photography), for instance:

- Editor-in-chief, author or director at a cultural scientific-oriented TV broadcaster or film production company
- Press and media, publication positions, marketing
- Film archives and documentary film festivals
- Museums
- Adult education
- Universities and non-university scientific institutions
- Non-governmental organizations
- Cultural exchange
- International art and presentation operations
- Research and teaching in scientific facilities

§ 4 Structure and Characteristics of the Course of Study

(1) The course of studies is divided into the following study areas:

- a) Core module
- b) Profile module
- c) Practice/project module

(2) Within the framework of the Core Module, the following modules will be completed:

- Visual Anthropology
- Media Anthropology

The Core Module teaches underlying approaches and methods in visual and media anthropology, as well as the discussions raised by the discipline.

(3) In the context of the Profile Module, two of the following three modules are to be completed:

- Basics and Varieties of Ethnographic Film Production
- Communication/Mediascapes
- Applied Visual Anthropology

In addition to underlying theoretical approaches and work methods, the profile modules cover specialized knowledge for visual or media anthropology from the perspective of the respective profiles.

(4) In the context of the Practice/project modules, the following modules are completed:

- Film project
- Internship

(5) Pending on the achievement of the modules according to sections 2 to 4, the Master's thesis is completed.

(6) For further information pertaining to the contents and qualification targets, learning and teaching forms, the time-related work efforts, the forms of active participation and the regulation duration please see, for each module, the module descriptions in Appendix 1.

(7) An exemplary course of study is shown in Appendix 2.

§ 5 Forms of Impartation

(1) The program's contents shall be imparted in the form of an online distance study course, complemented by in-house classes.

(2) In the online studies the contents are communicated with the assistance of a learning platform. Synchronous and asynchronous communication forms are used to facilitate learning and communication between lecturers and students. Students learn the content of the online modules on their own (self-study).

(3) The in-house classes take place in the form of workshops. During that time, the program's content shall be imparted in the form of group work, presentations and discussions.

(4) Students communicate with each other thanks to an electronic teaching platform. A lecturer is in charge of each module, stimulating and moderating the discussions and assisting the students.

§ 6 Study Abroad

(1) Students are encouraged to conduct a study phase in a foreign country. Studies and exams which are taken abroad in equivalent modules to those that would have been taken at the Freie Universität during this time period are fully recognized and valid. Credits towards the Master's thesis are not possible.

(2) Studying abroad should be organized according to an agreement between the student and the chairman of the programme's examination committee. This includes the duration of the study abroad period at a foreign university, the framework of the foreign studies within the programme expectations, as well as the study and exam

achievements expected. The study and exam achievements earned will then be calculated in the total result as per this arrangement. The Institute for Ethnology supports the students with their planning and preparation of the study abroad.

(3) Studying abroad is recommended as appropriate for the second or third study semester.

§ 7 Entry into Force

This statute comes into force on the day of its publication in the FU-Mitteilung [Gazette of Freie Universität Berlin]

Appendix 1 (to paragraph 4, section 6): Module Descriptions

Explanation:

In this appendix, each module of the Graduate Degree in Visual and Media Anthropology (Master of Arts) will be described as follows:

- The descriptions of the modules
- Contents and qualification goals of the modules
- Teaching and learning forms of the modules
- The amount of student work which is recommended for the successful completion of a module
- Forms of active participation
- The normal duration of the module

The data on the amount of work time consider in particular

- Active participation in the framework of in-house classes
- Working time needed for accomplishment of smaller assignments in the context of in-house classes
- Time for self pre- and post-preparation
- Processing study units in the online study phases
- Direct preparation time for examinations
- The examination time itself

The amount of time allocated to self-study (among other things pre- and post-preparation, examination preparation) is an estimate to be used by students as a guideline in order to plan their schedules and the time required for each module.

The approach for the amount of effort corresponds to the number of credits given within each module as a measurement of the student's work effort which is required for successful completion of the module.

Active participation, next to the regular participation in the teaching and learning portions and the successful completion of the examinations of a module are the key requirements for obtaining credits in each assigned module.

The number of credits as well as advanced exam-related information for each module can be read in Appendix 1 of the examination statute of the Graduate Degree in Visual and Media Anthropology (Master of Arts).

1. Core Area

Module: Visual Anthropology		
Qualification Goals: Students are given a thorough introduction to the history, theory and analysis of ethnographic films and learn the colonial and post-colonial meanings of photography and visual culture. Students thereby study the classics of ethnographic films and learn to classify these films critically in specialized history. In addition, the module conveys the capability to conduct visual analyses on anthropologically-sound films. It delivers, in addition, user-oriented knowledge to understand other cultures in a comparable perspective using audiovisual media and to conduct a discussion about them. The main goal of the module is to use visual anthropological methods to analyse the cultures, rights and problems of Indigenous Peoples and migrating population groups, as well as their dependencies and/or interweaving with European and North American societies.		
Contents The focus of the contents in Core Module 1 are the foundations of visual anthropology, especially the theory and history of visual anthropology, the theory of colonial and post-colonial photography and visual culture as well as the analysis of ethnographic films. Social-anthropological ethical questions on the relationships with other societies and ethnology's specific empirical research methods are core to this module.		
Teaching and Learning Forms	Forms of Active Participation	Work Load (hours)
In-house class attendance	Discussion, participation in group work and presentations based on the material covered in class	In-house class time 15 Pre- and post-preparation for in-house courses 75
Online studies	Study of the teaching material available on the modules website, the blackboard and other lectures (on Skype, video posts, podcasts etc.). Participation in the virtual seminar room and other MUD's (multi-user dimensions, virtual 3D working rooms), chat room and the Blackboard's discussion board.	Online studies (incl. viewing and analysis of ethnographic films) 120 Pre- and post-preparation for online studies 120 Examination preparation and work 120
Meeting Language: English		
Working Time (hours) altogether: 450		
Duration of the module: One semester (in-house class as "block seminar" at the start of the semester, online studies accompanying the semester)		
Frequency of the offer: One time per year, winter semester		
Usability: Graduate Degree in Visual and Media Anthropology (Master of Arts)		

Module: Media Anthropology		
Qualification Goals: Students will analyse existing trans-regional and local media systems from a cultural anthropological, non-Eurocentric perspective. They will be introduced to new media anthropology theory, especially in the area of indigenous film production and reception, as well as ethnographic field studies.		
Contents Media Anthropology critically analyses existing media systems and social networks through a social and cultural anthropological lens. It raises questions on the influence of non-European media specialists and their different practices in a trans-national network. It also raises questions on the influence of “global” icons on “local”, culture-specific contexts, and the production of anti-mainstream “local” pictures is highlighted in the debate between foreign and local picture production. This of course also raises questions on image production and “empowerment strategies.” User-oriented media sciences and the analysis of different production processes should allow students to get a good grasp of various cultural and social anthropological practices and perspectives. By studying “Indigenous media production”, students will analyse the possibilities and risks for film and television program production and use among Indigenous Peoples in Africa, Asia and Australia. In this way, historical and opposing perspectives are analyzed thematically.		
Teaching and Learning Forms	Forms of Active Participation	Work Load (hours)
In-house class attendance	Discussion, participation in group work and presentations based on the material covered in class	In-house class time 15 Pre- and post-preparation for online studies 75
Online studies	Study of the teaching material available on the modules website, the blackboard and other lectures (on Skype, video posts, podcasts etc.). Participation in the virtual seminar room and other MUD’s (multi-user dimensions, virtual 3D working rooms), chat room and the Blackboard’s discussion board.	Online studies 120 Pre- and post-preparation for online studies (evaluation of field research) 95 Working contracts (online field research practices) 25 Examination preparation and work 120
Meeting Languages: English/German		
Working Time (hours) altogether: 450		
Duration of the module: One semester (in-house class as “block seminar” at the start of the semester, online studies accompanying the semester)		
Frequency of the offer: One time per year, winter semester		
Usability: Graduate Degree in Visual and Media Anthropology (Master of Arts)		

2. Practice/Project Area

Module: Film project										
Qualification Goals: In this module students learn to apply the expertise and user-related knowledge they obtained through the other courses to their own film or media project. Students are able to plan and conduct their own film or media project, if possible in a non-European country. This will communicate contextual visual-anthropological knowledge about film ideas, research, treatment, film planning, technology and post-production of ethnographic films.										
Contents In this Project Module the students develop their own film project and conduct the process themselves. To work with a cameraman/woman, editor and other film technical staff is highly encouraged. It is however also possible that the entire production process remains in the hands of the student. The core module contains planning, implementation and evaluation of a (self-chosen) film project.										
Teaching and Learning Forms	Forms of Active Participation	Work Load (hours)								
In-house class attendance	Discussion, participation in group work and presentations based on the material covered in class	<table border="0"> <tr> <td>In-house class time</td> <td>30</td> </tr> <tr> <td>Pre- and post-preparation for seminars</td> <td>30</td> </tr> <tr> <td>Examination preparation and work</td> <td>60</td> </tr> </table>	In-house class time	30	Pre- and post-preparation for seminars	30	Examination preparation and work	60		
In-house class time	30									
Pre- and post-preparation for seminars	30									
Examination preparation and work	60									
Online studies	Study of the teaching material available on the modules website, the blackboard and other lectures (on Skype, video posts, podcasts etc.). Participation in the virtual seminar room and other MUD's (multi-user dimensions, virtual 3D working rooms), chat room and the Blackboard's discussion board. Presentation of the film/media project intentions as an exposé	<table border="0"> <tr> <td>Online studies</td> <td>10</td> </tr> <tr> <td>Pre- and post-preparation for online studies</td> <td>10</td> </tr> <tr> <td>Film /media project</td> <td>280</td> </tr> <tr> <td>Examination preparation and work</td> <td>30</td> </tr> </table>	Online studies	10	Pre- and post-preparation for online studies	10	Film /media project	280	Examination preparation and work	30
Online studies	10									
Pre- and post-preparation for online studies	10									
Film /media project	280									
Examination preparation and work	30									
Meeting Languages: English										
Working Time (hours) altogether: 450										
Duration of the module: One semester (in-house class as "block seminar", online studies accompanying the semester)										
Frequency of the offer: One time per year, winter semester										
Usability: Graduate Degree in Visual and Media Anthropology (Master of Arts)										

Module: Internship		
Qualification Goals: In this module the students apply the expert and user-related contents of the Graduate Degree in Visual and Media Anthropology (Master of Arts). Through this practical experience, the students will find it possible to develop handling competencies necessary for later professional practice. They will also deepen their visual-anthropological method competencies. It will offer them the possibility to practice techniques and methods on a concrete practical/professional basis, and therefore develop a professional identity.		
Contents The internship should provide an opening into possible professional activity areas and confront students with practice-related challenges. It serves as a kind of testing and reality-check of the acquired knowledge and therefore has an orientation function. When choosing the place of internship, the student should consider the links to ethnology or visual and media anthropology. The duration of the internship is nine weeks according to the rules outlined in the internship guidelines in appendix 3.		
Teaching and Learning Forms	Forms of Active Participation	Work Load (hours)
Online studies (accompanying internship)	Study of the teaching material available on the modules website, the blackboard and other lectures (on Skype, video posts, podcasts etc.). Participation in the virtual seminar room and other MUD's (multi-user dimensions, virtual 3D working rooms), chat room and the Blackboard's discussion board.	Online studies 5 Internship 400 Examination and exam preparation 45
Internship	Internship-related duties and activities, dependent upon the actual internship situation	
Meeting Languages: English		
Working Time (hours) altogether: 450		
Duration of the module: One semester		
Frequency of the offer: One time per year, winter semester		
Usability: Graduate Degree in Visual and Media Anthropology (Master of Arts)		

2. Profile Area

Module: Basics and Varieties of Ethnographic Film Production		
Qualification Goals: Students will raise and integrate ethnographic questions to their acquired media competence (digital cuts and digital camera work). They will receive an introduction to visual-anthropological approaches and methods for audiovisual work. This does not deal primarily with the learning of practical digital camera techniques and editing, but rather with the analysis of different images, their nature and the posing of practical problems in ethnological field research and post-production. The module should in addition enable students to work with professional cameramen/women and editors, as well as to undertake the duties of direction and the implementation of one's own film project during the project phase.		
Contents Ethnological methods of field research such as reflexivity of researchers or the efforts to overcome cultural bias are shown here using image-oriented research methods. The profile module contains the methods of social and cultural anthropology, especially field research with visual-anthropological methods, ethical questions of ethnographic film practice for picture production for one's own and foreign cultural contexts, and furthermore, ethical guidelines for ethnographic films and photography. Ethnological film thought requires not only the knowledge of theoretical and analytical principles in the area of visual anthropology and media ethnology, but also the visual means of expression of its communicative rules and conventions.		
Teaching and Learning Forms	Forms of Active Participation	Work Load (hours)
In-house class attendance	Discussion, participation in group work and presentations based on the material covered in class	In-house class time 15 Pre- and post-preparation for online studies 75
Online studies	Study of the teaching material available on the modules website, the blackboard and other lectures (on Skype, video posts, podcasts etc.). Participation in the virtual seminar room and other MUD's (multi-user dimensions, virtual 3D working rooms), chat room and the Blackboard's discussion board.	Online study (analysis and processing of film material) 120 Pre- and post-preparation online studies (production of film material) 120 Examination and exam preparation 120
Meeting Languages: English		
Working Time (hours) altogether: 450		
Duration of the module: One semester (in-house class as "block seminar" at the start of the semester, online studies accompanying the semester)		
Frequency of the offer: One time per year, summer semester		
Usability: Graduate Degree in Visual and Media Anthropology (Master of Arts)		

Module: Communication/Mediascapes		
Qualification Goals: Students will be introduced to the symbolic forms of presentation and communication of ideas, values and norms in a trans-cultural and historical media context. Students will learn how to conduct social anthropological and audiovisual media research. They will become acquainted with virtual networks and use them for social anthropological empirical research, using research methods to study the individual and globally-acting (shifting) aspects of society (especially economics, politics, religion and environmental behaviour) in two- and three-dimensional communications spaces.		
Contents This module addresses the influence of media types on the perception and evaluation of other societies and men, as well as the relationship between men and cultures. These dimensions of exchange as well as the tensions between cultures are made potentially available through the global media world. Pictures and presentations of the world and others (whether coded as mythical stories, documentary films or weblogs), can be extended over large spatial and cultural distances. On the basis of social anthropological research, trans-regional African, Asian and European representational forms will be analyzed from the field of popular culture and cyberanthropology as well as, for example, picture souvenir art (tourist art/airport art), literature, comics, cartoons, billboards, and also computer games, virtual worlds and networks, music and film. Subsequently these will be theoretically classified in new discussions about globalization, transculturalism and media.		
Teaching and Learning Forms	Forms of Active Participation	Work Load (hours)
In-house class attendance	Discussion, participation in group work and presentations based on the material covered in class	In-house class time 15 Pre- and post-preparation for online studies 75
Online studies	Study of the teaching material available on the modules website, the blackboard and other lectures (on Skype, video posts, podcasts etc.). Participation in the virtual seminar room and other MUD's (multi-user dimensions, virtual 3D working rooms), chat room and the Blackboard's discussion board.	Online studies (research and comparison of different media types) 120 Pre- and post-preparation of online studies (viewing different media materials) 120 Examination preparation and work 120
Meeting Languages: English		
Working Time (hours) altogether: 450		
Duration of the module: One semester (in-house class as "block seminar" at the start of the semester, online studies accompanying the semester)		
Frequency of the offer: Each summer semester.		
Usability: Graduate Degree in Visual and Media Anthropology (Master of Arts)		

Module: Applied Visual Anthropology		
Qualification Goals:		
<p>The goal of this profile module is the communication of propaedeutic principles and practice-relevant fundamental knowledge in the area of visual-anthropological work in the journalistic field. In this module the students learn, among other things, what is necessary for the development of a professional TV program for a TV magazine with cultural, especially foreign-related topic foci. This includes ethnographically-based research, the production of exposés and treatments, knowledge of production processes internationally as well as work with translators and key informants. The goal is also for students to develop an awareness of the overwhelming Euro-centric perspective present in film production in non-European countries, as well as consideration for the rights, perception and habits of protagonists and local populations at the production site.</p>		
Contents		
<p>In the 21st century, visual anthropology presents important areas of engagement within the international media public. In the module “Applied Visual Anthropology,” the relevance and possibilities of ethnology are presented in an interdisciplinary way and in different professional fields (though especially for TV). The students are also introduced to journalistic work, media operations, structures and processes used in journalism and advertising. The module highlights the activities, working areas, the professional standards and professional environment of internationally-active journalists. Questions of professionalization and internationalization are looked at carefully from a journalistic perspective.</p>		
Teaching and Learning Forms	Forms of Active Participation	Work Load (hours)
In-house class attendance	Discussion, participation in group work and presentations based on the material covered in class	In-house class time 15 Pre- and post-preparation for seminars 75
Online studies	Study of the teaching material available on the modules website, the blackboard and other lectures (on Skype, video posts, podcasts etc.). Participation in the virtual seminar room and other MUD's (multi-user dimensions, virtual 3D working rooms), chat room and the Blackboard's discussion board.	Study on-site 120 Online studies 120 Pre- and post-preparation for seminars Online study (production of exposés and treatments) 120 Examination preparation and work
Meeting Languages: English		
Working Time (hours) altogether: 450		
Duration of the module: One semester (in-house class as “block seminar” at the start of the semester, online studies accompanying the semester)		
Frequency of the offer: One time per year, summer semester		
Usability: Graduate Degree in Visual and Media Anthropology (Master of Arts)		

Appendix 2 (to paragraph 4, section 7): Exemplary course of study

1. Graduate School Semester Core Area	2. Graduate School Semester Profile Area	3. Graduate School Semester Practice/Project Area	4. Graduate School Semester
Visual Anthropology (15 credits)	Profile Module I (15 credits)	Film project (15 credits)	Master's Thesis
Media Anthropology (15 credits)	Profile Module II (15 credits)	Internship (15 credits)	
30 Credits	30 Credits	30 Credits	30 Credits

Appendix 3: Internship Guidelines

1. Students in the Advanced Graduate Degree in Visual and Media Anthropology (Master of Arts) complete a 9-week internship according to paragraph 4, section (4). The internship should provide an opening into possible professional activity areas and confront students with practice-related challenges in adherence to paragraph 3. It serves as a kind of testing and reality-check of the acquired knowledge and therefore has an orientation function.
2. The student is responsible for finding an appropriate internship on his/her own initiative. He/she will, according to need, be supported by the internship-advisor at the Institute for Ethnology. The lecturers will undertake efforts together with the internship advisor in order to help students find appropriate internship positions.
3. The internship can be carried-out in a relevant foreign organization.
4. The student will prepare an internship report covering the activities, experiences and problems that arose during the internship.
5. The following points must be addressed in the internship report:

Name and address of the intern

b) Name and address of the internship sponsor and the contact person

c) Duration and time period of the internship

d) Seeking, preparation and discussion of the internship (work area, activities, internship contract)

e) Short description of the organization/company and the department in which the internship takes place.

f) Description of goals, given-duties, activity areas and processes.

g) Description of the skills, knowledge and theory learnt or acquired through the M.A. program that were used during the internship.

h) Description of the experiences, knowledge, proficiencies, handling competencies and experiences that were used to resolve the duties given and that make sense for future professional practice.

Description of the work-relationship during the internship with the internship provider (support etc.).

j) Evaluation of the internship (activities, experiences etc.) in light of the original goals (see f) and the actual development of internship-related responsibilities/learning process.