

Study regulations for the continuing education Master's programme in Visual and Media Anthropology in the Department of Political and Social Sciences at the Freie Universität Berlin

Preamble

On the basis of Section 14 paragraph 1 no. 2 of the Partial University Constitution (Trial version) of the Freie Universität Berlin of 27 October 1998 (FU Mitteilungen [Gazette of the Freie Universität Berlin] 24/1998), the Department Council of the Department of Political and Social Sciences of the Freie Universität Berlin issued the following study regulations for the continuing education Master's programme in Visual and Media Anthropology in the Department of Political and Social Sciences at the Freie Universität Berlin on 27 June 2012 :

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* The Senate Department responsible for universities recognised the Study Regulations on 23 August 2012. The period of validity for the regulations ends on 30 September 2013.

Section 1

Area of application

These regulations apply to the aims, content and structure of the continuing education Master's programme in Visual and Media Anthropology in the Department of Political and Social Sciences at the Freie Universität Berlin (Master's programme) on the basis of the examination regulations for the Master's programme of 27 June 2012.

Section 2

Qualification aims

(1) Graduates of the programme have fundamental theoretical knowledge of the discipline and practical media competence based on social anthropology. They understand the interrelationships in the global media realities in the focus regions Africa, Asia and Latin America.

(2) Graduates of the programme are confident in the application and selection of various visual and multi-media presentation technologies in particular using avatars. They can critically assess gender constructions and power structures in media worlds.

(3) Professional prospects for graduates are to be found in particular in responsible positions as editors for TV stations and film production companies in the field of TV, print and online media which are focused on culture and social science issues; or as managers or curators at film festivals, in film archives, museums and cultural institutions with media exhibition concepts. Graduates of the programme are also qualified for professional fields which require knowledge of specific online behaviour of groups and individuals and predictions of possible development trends in social software, or for work as experts for visual anthropology in the media field.

Section 3

Programme content

(1) The application-oriented Master's programme enables students to deepen and expand their knowledge and expertise in the field of visual anthropology and media anthropology. The programme offers broad qualifications relating to visual and media anthropology as well as practical professional knowledge and skills. The core area of the Master's programme teaches the fundamental approaches, discussions and working methods. The modules of the profile area deepen the fundamental theoretical approaches and working methods and also cover specialised knowledge of visual or media anthropology from the viewpoint of each profile.

(2) The students explore the following topics of concentration: audio-visual presentation of cultures and gender by the media, the significance of ethnographic films and ethnographic photography and the development and transnational issues of the spread of the media in non-Western communities and indigenous media production. In this way the students learn the theoretical approaches and practical applications of the methods of self-reflection, participatory observation and collaborative filmmaking.

Section 4

Structure and Organisation

- (1) The Master's programme comprises 120 credit points (CP) and is organised in the following areas of study:
1. Core area comprising 30 CP,
 2. Profile area comprising 30 CP,
 3. Practical/Project area comprising 30 CP
 4. Master's thesis comprising 30 CP.
- (2.) The following modules must be completed in the core area:
- Module: Visual Anthropology (15 CP)
 - Module: Media Anthropology (15 CP)
- (3) Two of the following three modules must be selected and completed in the profile area
- Module: Basics and Varieties of Ethnographic Film Production (15 CP)
 - Module: Communication/Mediascapes (15 CP)
 - Module: Applied Visual Anthropology (15 CP)
- (4) The following modules must be completed in the practical/project area:
- Module: Film and Media project (15 CP)
 - Module: Internship (15 CP)
- (5) The module descriptions of each module in Annex 1 give information about content, qualification aims, teaching and learning units, time required, forms of active participation, usual duration and how often the module is offered (Annex 1).
- (6) The sample study schedule in Annex 2 gives information about the recommended study plan.

Section 5

Teaching and learning units

- (1) The content is given in online study supplemented by phases where attendance is required.
- (2) The content in the online study is provided on two learning platforms, using synchronous and asynchronous forms of communication between lecturers and students. Students work on the content of the multi-media online modules autonomously; this is then followed up by synchronous and asynchronous teaching.
- (3) The attendance phases take place as a block event in the form of in-house classes. The content is taught in particular using input-presentations by lecturers, group work, presentations and discussions.
- (4) Supervision of students and communication among all participants takes place via a digital learning platform as well as a blog, voice calls and email. A responsible person is appointed for each module who also supervises the students of that module.

Section 5

Coming into effect and interim regulation

(1) These regulations come into effect on the day after their publication in the FU-Mitteilungen (Gazette of the Freie Universität Berlin).

(2) At the same time the study regulations for the Master's programme from 21 May and 4 June 2008 (FU Mitteilungen [Gazette of the Freie Universität Berlin] No. 30/2008 p 692) expire.

(3) These regulations apply to students who enrol for the Master's programme at the Freie Universität Berlin after these regulations come into effect. Students who enrolled for the Master's programme at the Freie Universität Berlin before these regulations came into effect continue their studies on the basis of the study regulations in accordance with paragraph 2, unless they apply to the responsible examination committee to continue their studies on the basis of these regulations. On the occasion of their re-registration following their application, the examination committee decides to what extent the modules completed or started at the time of the application will be taken into account or how they are to be credited as attainments in accordance with the attainments to be credited according to these regulations, whereby the requirements of protection of confidence and non-discrimination will be observed. The re-registration cannot be revised.

(4) Up to the end of the summer semester 2014 it will be possible to gain a degree on the basis of the study regulations in accordance with paragraph 2.

Annex 1: Module descriptions

Explanations:

The following module descriptions specify the following for every module in the Master's programme

- Module name
- Module content and qualification aims
- Module teaching and learning units
- Students' study time estimated as necessary to complete the module successfully
- Forms of active participation
- The usual duration of the module

Statements on students' study time required take into account the following in particular:

- Active participation in the attendance phase
- Student's study time required to complete small tasks in the attendance phase
- Time for independent preparation and follow-up
- Working on study units in online study phases
- Preparation time for examinations
- The examinations

The notional times given for independent study (including preparation, follow-up and preparation for examinations) are intended as guidance to help the students in managing the time required for the module.

The statements on study hours correspond to the number of credit points allocated to the module as a unit of measurement for the student's approximate study hours required to complete the module successfully.

Active participation, regular attendance at the teaching and learning units and successful completion of the examinations in a module are all prerequisites for gaining the credit points allocated to each module. For modules where no examination takes place, active participation and regular attendance at the teaching and learning units are the prerequisites for gaining the credit points allocated to the module.

The number of credit points and other examination-related information on each module can be found in Annex 1 of the examination regulations for the Master's programme.

1. Core area

Module: Visual Anthropology			
University/Department/Institute: Freie Universität Berlin/Political and Social Sciences/Ethnology			
Person responsible for the module: module lecturer			
Admission requirements: none			
<p>Qualification aims: the students have a sound knowledge of the history, theory and analysis of ethnographic films and are familiar with the colonial and post-colonial significance of photography and visual culture. They know the most important classic ethnographic films and can classify them critically in the history of the subject. Students have the application-related knowledge required to examine other cultures from a comparative perspective using visual-anthropological methodology, to involve themselves self-reflectively in the research process and to enter into dialogue with these other cultures. The module's main aim is to address the topic of the culture, rights and problems of indigenous and migrant population groups and their dependence on or enmeshment with dominant European and North American societies globally, using visual anthropological methods.</p>			
<p>Content: The focus is on the principles of visual anthropology, in particular the theory and history of visual anthropology, the theory of colonial and post-colonial photography and visual culture and the analysis of ethnographic films. Central aspects are social anthropology-based ethical issues of dealing with other societies and specific empirical ethnological research methods. Basic application-related knowledge in handling camera, audio and cutting technology is also taught.</p>			
Teaching and learning units	Compulsory attendance (Semester hours per week = SH)	Forms of active participation	Study hours (hours)
Seminar	2	Discussion, participation in group work and presentations based on teaching materials and preparatory reading in the seminar	Seminar attendance 40 Seminar preparation and follow-up 50
Online study	-	Study of teaching materials provided via blackboard and reading, participation in virtual seminars and other MUDs (Multi User Dimension, virtual work rooms), video-call meetings, chats, discussion board and forums	Online study 120 Online study preparation and follow-up 120 Preparation for examination, examination 120
Language of instruction		English	
Compulsory regular attendance		yes	
Study time, total hours		450 hours	15 CP
Duration of module		One semester (seminar as block at the start of the winter semester, online study throughout the semester)	
Module offered		Every winter semester	
Application		Continuing education Master's programme Visual and Media Anthropology	

Module: Media Anthropology			
University/Department/Institute: Freie Universität Berlin/Political and Social Sciences/Ethnology			
Person responsible for the module: programme head			
Admission requirements: none			
<p>Qualification aims: The students are able to observe existing trans-regional and local media systems from a cultural anthropological non-Eurocentric viewpoint and are familiar with the principles of recent media anthropology and reception. They also have deepened their knowledge of structures of virtual cultures and their digital-visual forms of expression and of how they function. They are familiar with the relevant literature of cyber-anthropology and virtual culture research and are able to examine these virtual cultures, social networks and digital environments with visual-anthropological methods (machinima), including doing so in three-dimensional spaces and using avatars. They can thus gather autonomous research findings about virtual cultures (including in real-time multi user simulations). Graduates of the programme are capable of analysing the specific behaviour, role patterns, values, standards, rituals, gender constructions and forms of political and religious expression within virtual or digital communities and cultures and their off-line links in a transcultural digital space. They can carry out a critical estimation of the cultural significance and the possible dangers of various innovative digital cultural and communication spaces.</p>			
<p>Content: Media anthropology addresses the issue of the social and cultural anthropological observation of existing media systems and online social networks. Issues of the possibility of influence exercised by the non-European media specialists involved and their diverse practices in trans-national contexts are also addressed. Field research exercises in virtual worlds are carried out as part of the module.</p>			
Teaching and learning units	Compulsory attendance (Semester hours per week = SH)	Forms of active participation	Study hours (hours)
Seminar	2	Discussion, participation in group work and presentations based on teaching materials and preparatory reading in the seminar	Seminar attendance 15 Seminar preparation and follow-up 75 Online study 120
Online study	-	Study of the teaching material provided via the CMC Board and reading material, avatar-based participation in virtual seminar room using voice-chat, discussion board and forums	Online study preparation and follow-up 120 Preparation for examination, examination 120
Language of instruction		English	
Compulsory regular attendance		Yes	
Study time, total hours		450 hours	15 CP
Duration of module		One semester (seminar as block at the start of the winter semester, online study throughout the semester)	
Module offered		every winter semester	
Application		Continuing education Master's programme Visual and Media Anthropology	

2. Profile area

Module: Basics and Varieties of Ethnographic Film Production			
University/Department/Institute: Freie Universität Berlin/Political and Social Sciences/Ethnology			
Person responsible for the module: programme head			
Admission requirements: successful completion of the modules “Visual Anthropology” and “Media Anthropology”			
Qualification aims: The students can integrate ethnographic issues in media competence (digital cutting and digital camera work) and are proficient in the principles of handling audio-visual technology taking the methods of visual anthropology into account. Students are familiar with various shooting situations and are competent in handling subject-related issues of ethnological field research and issues of visual-anthropological post-production at the interface with documentary and experimental film. The module enables students to engage in editorial collaboration with professional camera operators and editors and to act as directors, as well as implementing their own film projects during the project phase.			
Content: Ethnological methods of field research, the reflection of the researcher or the effort to overcome a cultural bias are applied in this module to the field of image research methods. This profile module includes the methodology of social and cultural anthropology, in particular field research with visual-anthropological methods at the interface with experimental film, and ethical issues of ethnographic film practice in image production in one's own and foreign cultural contexts. It also covers ethical guidelines for ethnographic film and photography. The ethnological focus on film requires not only knowledge of the theoretical and analytical principles in the field of visual anthropology and media ethnology, but also of visual means of expression and their communicative rules and conventions.			
Teaching and learning units	Compulsory attendance (Semester hours per week = SH)	Forms of active participation	Study hours (hours)
Seminar	2	Discussion, participation in group work and presentations based on teaching materials and preparatory reading in the seminar	Seminar attendance 40 Seminar preparation and follow-up 50
Online study	-	Study of teaching materials provided via blackboard and reading, participation in virtual seminars and other MUDs (Multi User Dimension, virtual work rooms), video-call meetings, chats, discussion board and forums, short ethnographic film (approx. 5-15 minutes)	Online study 120 Online study preparation and follow-up 120 Preparation for examination, examination 120
Language of instruction		English	
Compulsory regular attendance		yes	
Study time, total hours		450 hours	15 CP
Duration of module		One semester (attendance phase as block seminar, online study throughout the semester)	
Module offered		Every summer semester	
Application		Continuing education Master's programme Visual and Media Anthropology	

Module: Communication/Mediascapes			
University/Department/Institute: Freie Universität Berlin/Political and Social Sciences/Ethnology			
Person responsible for the module: module lecturer			
Admission requirements: successful completion of the modules “Visual Anthropology” and “Media Anthropology”			
<p>Qualification aims: The students understand symbolic forms of presentation and communication of ideas, values and standards in a trans-cultural and historical media context focusing on indigenous media. They are proficient in the discourses about indigenous media and familiar with possible applications of social anthropological and audio-visual research methodology in media and virtual spheres of communication. They can apply empirical research methods based on social anthropological research and determine the influence of these two- and three-dimensional spheres of communication on the individual and on the globally acting aspects of society (in particular business, politics, religion and environmental behaviour) and their transformations. The students are aware of the influence of media realities and globalisation on indigenous groups and of the most important discourses about knowledge production and the significance of new media technologies for indigenous groups, both forms of self-representation and representation by others.</p>			
<p>Content: The profile area deals with the influence of different types of media and online social networks (in particular in multi-user virtual environments) which mark the perception and evaluation of other societies, people and cultures and the relationships between people and different cultures. This dimension of exchange and coming to terms with other peoples and other cultures has been greatly increased by the global media world. Images and ideas of other peoples and other cultures (whether codified in virtual environments, mythical tales, films, documentaries or weblogs) spread over huge spatial and cultural distances. On the basis of social anthropological research, the module comparatively analyses trans-regional representation forms from the fields of indigenous media studies, popular culture and cyber anthropology. Students also practice research using ethnographic methods in online social networks. Finally, these aspects are theoretically placed into the context of recent discussions about globalisation, trans-culturality and media.</p>			
Teaching and learning units	Compulsory attendance (Semester hours per week = SH)	Forms of active participation	Study hours (hours)
Seminar	2	Discussion, participation in group work and presentations based on teaching materials and preparatory reading in the seminar	Seminar attendance 40 Seminar preparation and follow-up 50 Online study 120
Online study	-	Study of teaching materials provided via blackboard and reading, participation in virtual seminars and other MUDs (Multi User Dimension, virtual work rooms), chats, discussion board and forums	Online study preparation and follow-up 120 Preparation for examination, examination 120
Language of instruction		English	
Compulsory regular attendance		yes	
Study time, total hours		450 hours	15 CP
Duration of module		one semester (attendance units as block seminar)	
Module offered		Every summer semester	
Application		Continuing education Master's programme Visual and Media Anthropology	

Module: Applied Visual Anthropology			
University/Department/Institute: Freie Universität Berlin/Political and Social Sciences/Ethnology			
Person responsible for the module: module lecturer			
Admission requirements: successful completion of the modules “Visual Anthropology” and “Media Anthropology”			
Qualification aims: The students are familiar with the preparatory principles and practice-related basic knowledge in the field of visual anthropological work. They are able to apply these principles in different professional fields, for example in the audio-visual presentation of NGO work, in journalism, in TV documentary formats, for example for TV magazines with a cultural focus particularly in relation to foreign topics. They have an understanding of scientific research using audio-visual media.			
Content: The module includes ethnographically-based research, developing exposé and treatment, knowledge of the production processes abroad and working with translators and key informants. An important prerequisite is background knowledge about the how the media operate, journalistic structures and processes and PR work. The module covers the activity, fields of work, professional standards and the professional environment of international journalists. The development and organisation of the activity and professional field of journalism are also covered, focusing particularly on the issue of professionalization and internationalisation.			
Teaching and learning units	Compulsory attendance (Semester hours per week = SH)	Forms of active participation	Study hours (hours)
Seminar	2	Discussion, participation in group work and presentations based on teaching materials and preparatory reading in the seminar	Seminar attendance 40 Seminar preparation and follow-up 50
Online study	-	Study of teaching materials provided via blackboard and reading, participation in virtual seminars and other MUDs (Multi User Dimension, virtual work rooms), chats, discussion board and forums	Online study 120 Online study preparation and follow-up 120 Preparation for examination, examination 120
Language of instruction		English	
Compulsory regular attendance		Yes	
Study time, total hours		450 hours	15 CP
Duration of module		One semester (attendance units as block seminar)	
Module offered		Every summer semester	
Application		Continuing education Master's programme Visual and Media Anthropology	

3. Practical/project area

Module: Film and Media project			
University/Department/Institute: Freie Universität Berlin/Political and Social Sciences/Ethnology			
Person responsible for the module: module lecturer			
Admission requirements: none			
Qualification aims: The students can put the scientific knowledge and application-related content of the programme into practice in their own film, photography or media project, and are equipped to plan and implement their own film or media projects, preferably outside Europe. The students have applied their knowledge of visual anthropology to ideas, research, treatment, filming schedule, technology and post-production of ethnographical films or ethnographic media production.			
Content: In this project module the students develop their own film, photography or media project and implement it autonomously. It is permitted in principle to collaborate with camera operators and editors, sound specialists and other film technicians and this is desirable. However it is also possible for the entire production process to be carried out by the students. The core module comprises planning, implementing and evaluating a film project (selected by the students themselves).			
Teaching and learning units	Compulsory attendance (Semester hours per week = SH)	Forms of active participation	Study hours (hours)
Seminar	4	Discussion, participation in group work and presentations based on teaching materials and preparatory reading in the seminar	Seminar attendance 80 Seminar preparation and follow-up 10
Online study	-	Study of the teaching material provided via the CMS module and reading material, video conferences, discussion board and forums, implementing the film, photography or media project, presentation of the project in the form of an exposé	Online study 120 Online study preparation and follow-up 120 Preparation for examination, examination 120
Language of instruction		English	
Compulsory regular attendance		Yes	
Study time, total hours		450 hours	15 CP
Duration of module		One semester, winter semester (seminar as block at the start of the winter semester)	
Module offered		Once a year	
Application		Continuing education Master's programme Visual and Media Anthropology	

Module: Internship			
University/Department/Institute: Freie Universität Berlin/Political and Social Sciences/Ethnology			
Person responsible for the module: programme head			
Admission requirements: none			
<p>Qualification aims: The students can put the scientific knowledge and application-related content of the Master's programme Visual and Media Anthropology into practice. The practical experience gained in this module gives the students practical skills for an extended professional practice, including taking on managerial responsibility. They deepen their visual anthropological media competence in practice and acquire techniques and methods in concrete practical/professional issues and have developed a professional identity. The students have also gained insight into professional work in related fields such as TV, NGOs, film production and/or the visual arts.</p>			
<p>Content: The module gives the students an insight into possible professional fields and confronts them with the demands of practical work. It tests their knowledge in terms of practical demands, so providing an orientation them to aim their studies in a realistic direction.</p> <p>When selecting an internship, a relationship to ethnology or visual and media anthropology must be taken into account. The internship lasts nine weeks. More details are given in the internship regulations.</p>			
Teaching and learning units	Compulsory attendance (Semester hours per week = SH)	Forms of active participation	Study hours (hours)
Online study (parallel to internship)	-	Study of teaching materials provided via blackboard and reading, participation in virtual seminars, blog and discussion board	Online study 20 Internship 430
Internship	2	Internship-related tasks and activities depending on the actual internship situation	
Language of instruction		English	
Compulsory regular attendance		Yes	
Study time, total hours		450 hours	15 CP
Duration of module		One semester	
Module offered		Once a year, winter semester	
Application		Continuing education Master's programme Visual and Media Anthropology	

Annex 2: Sample programme plan

1st semester core area	2nd semester profile area	3rd semester practical/project area	4th semester
Visual Anthropology (15 CP)	Profile area module I (15 CP)	Film project (15 CP)	Master's thesis
Media Anthropology (15 CP)	Profile area module II (15 CP)	Internship (15 CP)	
30 CP	30 CP	30 CP	30 CP