

Module Manual



Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences

H M K W

M. A. Visual and Media Anthropology

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Preamble

The following **module sheets** list for each module of the Master's program *Visual and Media Anthropology*

- the name of the module
- its learning outcomes and content
- its learning and teaching methods
- the workload of students, needed to successfully pass the module
- forms of active attendance and participation
- relevant time parameters

Workload specifications take into consideration the respectively needed time for

- actively participating in teaching and learning sessions
- solving minor tasks during attendance time
- independent preparatory and follow-up work for teaching sessions
- working with webinar, virtual classrooms, LMS (Learning Management Systems) and other E-Learning tools
- preparing for examinations
- sitting examinations

Time specifications for **self-determined studies** (preparatory and follow-up work, preparation for tests and exams) are reference values and shall assist students in organizing time schedules for their independent module related work.

All **workload** specifications correspond with the respective number of ECTS credit points, as a rough measuring unit, which are awarded after passing the module.

Active participation is, in addition to a continuous attendance at all learning and teaching sessions and the successful passing of all examination parts of a module, a necessary prerequisite for being awarded its respective ECTS credit points.

1 Program Structure

1.1 Overview

The four-semester Master's program *Visual and Media Anthropology* conveys **120 ECTS Credit Points (CP)** in total, and it has the following structure:

Study field	1. Semester Core	2. Semester Profile	3. Semester Practice/Project	4. Semester Examination
Module area	Visual Anthropology	Profile module I and II	Film / photography or media project	Master Thesis
ECTS	15 CP	2 * 15	15 CP	30 CP
Module area	Media Anthropology	<ul style="list-style-type: none"> • Ethnographic Film Production • Communication/Mediascapes • Applied Visual and Media Anthropology 	Internship	
ECTS	15 CP		15 CP	
		Thesis Proposal		
Total ECTS	30 CP	30 CP	30 CP	30 CP

Module areas highlighted in red comprise of three or four **Modules / Courses** or seminars (those three notions are used synonymously). Teaching sessions of modules/courses are held

- either as **presence/classroom-based** workshops, seminars etc. (in Berlin)
- or as **distance-learning sessions**, using online tools like Virtual Classrooms, Webinars, etc.

The **Profile** study field encompasses three module areas consisting entirely of mandatory elective modules (all other modules are compulsory). Five of these profile electives are graded. Each student must pick at least two of these five graded modules, which must belong to two different module areas.

In total, each student must choose **5 graded modules**:

- 2 compulsory core modules (1. term): S1-1E, S1-2C (see below)
- 2 of the 6 optionally graded profile electives (2. term): S2-1B, S2-2A, S2-2B, S2-2C, S2-3A, S2-3B (see below)
- 1 Thesis Proposal (2. term)

1.2 Modules

A comprehensive overview of all module areas and their possible modules (= courses). Course titles S1-1A till S4-1E are valid for winter term 2019/20, they can change in upcoming terms:

1. Semester Winter term Oct.-Feb.	2. Semester Summer term April-July	3. Semester Winter term Oct.-Feb.	4. Semester Summer term April-July
Core	Profile	Practice/Project	Examination
<p>Visual Anthropology</p> <p>Online Workshop</p> <p>S1-1A Transcultural Film Workshop: Camera</p> <p>S1-1B Transcultural Film Workshop: Sound</p> <p>S1-1C Transcultural Film Workshop: Editing</p> <p>S1-1D Documentary Photography Workshop</p> <p>ONLINE November – February</p> <p>S1-1E Ethnographic Films from the 19th to the 21st Century</p> <p>S1-1F Introduction to the Theory and History of Social and Cultural Anthropology GRADED</p>	<p>Ethnographic Film Production</p> <p>S2-1A Filmmaking for Fieldwork</p> <p>S2-1B Poetic Framing</p> <p>S2-1C Qualitative Methods II</p> <p>ONLINE April – July</p> <p>S2-1E Gender and Film Studies OPTIONAL GRADE</p>	<p>Film /Photography or Media Project</p> <p>S3-1A Film Proposal Pitching</p> <p>S3-1B Photography Projects</p> <p>ONLINE October – February</p> <p>S3-1D-Supervision Courses – several lecturer</p>	<p>MA Thesis</p> <p>ONLINE April – July</p> <p>S4-1A Writing the thesis</p> <p>ONLINE April – July</p> <p>S4-1B Supervision Courses – several lecturer</p>
<p>Media Anthropology</p> <p>workshop Oct.</p> <p>S1-2A Immersive Storytelling</p> <p>ONLINE Novemb. – Febr.</p> <p>S1-2C Digital Anthropology GRADED</p> <p>S1-2D Qualitative Methods</p>	<p>Communication / Mediascapes</p> <p>ONLINE April – July</p> <p>S2-2A Virtual Environments</p> <p>S2-2B Social Media Activism OPTIONAL GRADE</p>	<p>Praktikum</p> <p>ONLINE October – Febr.</p> <p>S3-2A Internship - 9 weeks (external)</p> <p>ONLINE October – Febr.</p> <p>S3-2B Artistic Praticce in Transcultural Context</p> <p>S3-2C Decolonized Images, Race and Representation</p>	<p>MA Film / Photography (optional)</p> <p>ONLINE April – J July</p> <p>S4-2A Digital Film Editing Forum</p> <p>S4-2B Digital Photography Forum</p> <p>S4-2C Social Media Forum</p> <p>ONLINE Aug – Oct.</p> <p>S4-2D Film Composition and Dramaturgy</p>
	<p>Applied Visual and Media Anthropology</p> <p>ONLINE April – July</p> <p>S2-3A Space und Place. Theoretical Foundations and Methods for Visualization OPTIONAL GRADE</p> <p>S2-3B Mediascapes of Publishing OPTIONAL GRADE</p> <p>S2-3C Developing and pitching film ideas</p>		<p>MA exhibition project (optional)</p> <p>S4-1A Curating Exhibitions</p> <p>S4-1B Final Master exhibition preparation</p>
	<p>Master Thesis Proposal</p> <p>see chap. 4 GRADED</p>		

2 Core Studies (1. term)

2.1 Visual Anthropology

Formalities

Responsible staff: Prof. Dr. Roger Horn

ECTS Credits 15 **Workload** 450 hours **Semester Hours per Week (,SH')** 2 SH

Frequency Once per year, Winter term

Semester 1. Semester: Seminar block at the beginning of the Winter term, Online studies during the semester

Attendance Recommended

Learn & Teach In-house class Simultan Live-stream Webinar other: Online studies LMS

Language English German other:

Examination Paper (in English, 10 pages, approx. 3,000 words)

Requirements for participation

methodological: --

subject-specific: --

Compatibility/Usability

Connection with other modules: --

Applicability in other programs: applicable in all Master programs: Journalism, Design, Management, Psychology

Learning & Teaching Methods

Classroom Work (2 SH)

Participation in seminar or webinar with group work and presentations based on teaching materials and mandatory readings / films. Chats, discussion board, and forums and the creation of a short ethnographic film (approx. 5-15 minutes).

Online Studies

Study of readings, films and other multi-media teaching materials provided via the learning platforms.

Workload

Form of Attendance & Participation

	hours
Participation in Seminar / Webinar	40
Preparation and Follow-up of Seminar	50
Online Studies	120
Preparation and Follow-up of Webinar	120
Preparation for Examination and Examination	120
	450

Learning Outcomes

The students have a profound 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 are familiar with the most important classical ethnographic films and can classify them critically in the history of the subject. Students have the knowledge 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.

Content

The focus of this module lies on the history of Digital Anthropology, which can be found in the history of visual anthropology. The module deals with the theory and history of colonial and post-colonial photography, filmmaking, and visual culture and the analysis of ethnographic films. Central concerns are social-anthropology-based ethical issues of dealing with other societies and specific empirical ethnological research methods. Basic applied knowledge in handling a camera, using sound and light equipment in the field, and film editing is also taught in this module in form of practice-based workshops.

Selected Literature

- Grimshaw, Anna 2001 'The Innocent Eye: Flaherty, Malinowski and the Romantic Quest' in *The Ethnographer's Eye: Ways of seeing in Modern Anthropology*, Cambridge: Cambridge University Press
- MacDougall, David 1974-1994 'Beyond Observational Cinema' in *Principles of Visual Anthropology* Paul Hockings (ed.) Berlin & New York: Mouton de Gruyter 2003
- Mead, Margaret 1975 'Visual anthropology in a discipline of words' in *Principles of Visual Anthropology* by Paul Hockings (ed.) - 2. ed. – Berlin, New York: Mouton de Gruyter, 1995
- Pinney, Christopher *The Double History of Photography and Anthropology*
- Pryluck, Kevin 2005 "Ultimately we are all Outsiders: The Ethics of Documentary Filmming" in *New Challenges for Documentary* Alan Rosenthal and John Corner (eds.) Manchester & New York: Manchester University Press (pp.194-207)
- Ratnapalan, Laavanyan. "EB Tylor and the problem of primitive culture." *History and Anthropology* 19, no. 2 (2008): 131-142.
- Singh, Bhrigupati, and Jane I. Guyer. "Introduction: A joyful history of anthropology." *HAU: Journal of Ethnographic Theory* 6, no. 2 (2016): 197-211.
- Ruby, Jay 2000 'Researching with a Camera: The Anthropologist as Picture Taker' in *Picturing Culture: Explorations of Film and Anthropology* University of Chicago Press, Chicago
- Tylor, Edward Burnett. "The Science of Culture." In *Primitive culture: researches into the development of mythology, philosophy, religion, art, and custom*. Vol. 1. London: John Murray, 1920 [1871]. Pp.1-25.

2.2 Media Anthropology

Formalities

Responsible staff: Prof. Dr. Undine Frömring

ECTS Credits 15 **Workload** 450 hours **Semester Hours per Week (,SH')** 2 SH

Frequency Once per year, Winter term

Semester 1. Semester: Seminar block at the beginning of the Winter term, Online studies during the semester

Attendance Recommended

Learn & Teach In-house class Simultan Live-stream Webinar other: Virtual classroom w. Avatars

Language English German other:

Examination Webinar Online presentation (in English 30 min.) and Screencast or Media Project (5-10 Min.) or paper (in English, 10 pages, approx. 3,000 words)

Requirements for participation

methodological: --

subject-specific: --

Compatibility/Usability

Connection with other modules: --

Applicability in other programs: applicable in all Master programs: Journalism, Design, Management, Psychology

Learning & Teaching Methods

Classroom Work (2 SH)

Participation in seminar or webinar with group work and presentations based on teaching materials and mandatory readings for the seminar. Participations in excursions and seminars in other virtual environments, video-call meetings, chats, discussion board and forums.

Online Studies

Study of readings, films and other multi-media teaching materials provided via the learning platforms. Participations in excursions and seminars in several virtual environments, video-call meetings, chats, discussion board and forums. Creation of a short research-based screencast film (5-10 minutes).

Workload

Form of Attendance & Participation	hours
Participation in Seminar / Webinar	40
Preparation and Follow-up of Seminar	50
Online Studies	120
Preparation and Follow-up of Webinar	120
Preparation for Examination	120
	450

Learning Outcomes

Using qualitative and quantitative methods of social science, students are able to observe and analyze existing local, trans-regional and global media systems from a cultural anthropological, non-Eurocentric viewpoint. They are familiar with the principles of recent debates in media anthropology, its reception latest digital media developments. They have deepened their knowledge about social media and virtual cultures, and their digital-visual forms of expression.

They are familiar with the relevant literature of digital media anthropology and virtual culture research and are able to examine these virtual cultures, social networks and digital environments with visual-anthropological methods, including research in

virtual environments using avatars and screencast-software. They can thus gather autonomous research findings about the usage and contemporary and future significance of wearables, head mounted displays (HMDs) and other mixed-reality technology for societies. Graduates of the program are capable of analyzing the specific behavior, role patterns, values, standards, rituals, gender constructions and forms of politically-orientated expression within virtual or digital communities and cultures and their off-line links in a transcultural digital space. Furthermore, they can analyze the possible dangers of those digital technology (e.g. surveillance, data security and addiction), but also recognize the value and potential of social media applications, augmented technology and virtual environments for individuals, museums and local and global E-commerce.

Content

Media anthropology, with a focus on digital media, addresses the 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.

Selected Literature

- Aporta, Claudio, Higgs, Eric (2005) Satellite culture: global positioning systems, Inuit wayfinding, and the need for a new account of technology. In *Current Anthropology*, 46/5: 729-753.
- Boellstorff, Tom Bonnie Nardi, Celia Pearce, T. L. Taylor, George E. Marcus-Ethnography and Virtual Worlds_ A Handbook of Method-Princeton University Press (2012).pdf
- Boellstorff, Tom. 2008. Coming of Age in Second Life. An Anthropologist explores the Virtually Human. Chapter 1 & 2: 3-59
- Frömming, Urte Undine 2013 (ed.) *Virtual Environments and Cultures*. Peter Lang Publisher, Frankfurt am Main
- Frömming, Urte Undine, Steffen Köhn, Samantha Fox, Mike Terry (eds): 2017: *Digital Environments. Ethnographic Perspectives Across Global Online and Offline Spaces*. Transcript Verlag, Bielefeld
- Grau, Oliver. 1999. Into the Belly of the Image: Historical Aspects of Virtual Reality. In: *Leonardo*, 32(5): 365-371.
- Hine, Christine. 2015. *Ethnography for the Internet: Embodied, Embedded and Everyday*. Chap. 1 & 2: 1 – 54
- Kaplan, Louis & Melissa Schiff (2016) 'Mapping Ararat: An Augmented Reality Walking Tour for an Imaginary Jewish Homeland' in *Anthrovision 4.2* | 2016
- Krischke Leitão; Débora and Laura Graziela Gomes 2012: Machinima and ethnographic research in three-dimensional virtual worlds. In: *Vibrant, Virtual Brazilian Anthropology*. In: *Vibrant* Vol. 9 no. 2
- Pink, Sarah et al. 2016. *Digital Ethnography: Principles and Practices*
- Stark, Luke (2018) "Algorithmic psychometrics and the scalable subject" *Social Studies of Science*, Vol 48, Issue 2, pp. 204 – 231

3 Profile Studies (2. term)

3.1 Ethnographic Film Production

Formalities

Responsible staff: Prof. Dr. Roger Horn

ECTS Credits 15 Workload 450 hours Semester Hours per Week (,SH') 2 SH

Frequency Once per year, Summer term

Semester 2. Semester: Seminar block at the beginning of the Summer term, Online studies during the semester

Attendance Recommended

Learn & Teach In-house class Online studies other: Excursion to film festival (optional)

Language English German other:

Examination Ethnographical short film (5 min.) or paper (10 pages, approx. 3,000 words)

Requirements for participation

methodological: --

subject-specific: successful graduation of modules "Visual Anthropology" and "Media Anthropology"

Compatibility/Usability

Connection with other modules: Connection with Profile Module 2 or 3

Applicability in other programs: applicable in all Master programs: Journalism, Design, Management, Psychology

Learning & Teaching Methods

Classroom Work (2 SH)

Participation in seminar, webinar or simulcast with group work and presentations based on teaching materials and mandatory readings for the seminar. Participation in excursions to a film festival (optional).

Online Studies

Study of readings, films and other multi-media teaching materials provided via the learning platforms, webinars, discussion board and forums.

Workload

Form of Attendance & Participation	hours
Participation in Seminar / Webinar	40
Preparation and Follow-up of Seminar	50
Online Studies	120
Preparation and Follow-up of Webinar	120
Preparation for Examination	120
	450

Learning Outcomes

Students can integrate ethnographic questions with media competence (digital editing and digital camera work) and are proficient in the principles of handling audio-visual technology, while 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, and the effort to overcome a cultural bias are applied to the field of visual research methods. This profile module includes the methodology of social and cultural anthropology, in particular field research using 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.

Selectd Literature

Elena Barabantseva and Andy Lawrence (2015) Encountering Vulnerabilities Through 'Filmmaking for Fieldwork': *Millennium: Journal of International Studies*. 43(3) 911-930. Sage.

Paul Henley (2004) Putting Film to Work: Observational Cinema as Practical Ethnography In Sarah Pink, Laszlo Kurti and Ana Isabel Afonso, eds., *Working Images: Methods and Media in Ethnographic Research*, pp.109-130. Routledge, London.

Aizura, Aren et al., Introduction: Decolonizing the Transgender Imaginary. *TSQ: Transgender Studies Quarterly*. Volume 1, Number 3. August 2014.

Christian Suhr and Rane Willerslev (eds) (2013) *Transcultural Montage*. New York and Oxford: Berghahn Books. (read the Introduction)

3.2 Communication / Mediascapes

Formalities

Responsible staff: Prof. Dr. Undine Frömring

ECTS Credits 15 **Workload** 450 hours **Semester Hours per Week (,SH')** 2 SH

Frequency Once per year, Summer term

Semester 2. Semester: Webinar and LMS

Attendance Recommended

Learn & Teach In-house class Online studies other:

Language English German other:

Examination Webinar Online presentation (in English 30 min.) paper (approx. 3,000 words) or media project

Requirements for participation

methodological: --

subject-specific: successful graduation of modules "Visual Anthropology" and "Media Anthropology"

Compatibility/Usability

Connection with other modules: Connection with Profile Module 1 or 3

Applicability in other programs: applicable in all Master programs: Journalism, Design, Management, Psychology

Learning & Teaching Methods

Classroom Work (2 SH)

Participation in seminar, webinar or simulcast with group work and presentations based on teaching materials and mandatory readings for the seminar. Participations in excursions and seminars in other virtual environments, video-call meetings, chats, discussion board and forums, short ethnographic film (approx. 5-15 minutes).

Online Studies

Study of readings, films and other multi-media teaching materials provided via the learning platforms, webinars, discussion board and forums.

Workload

Form of Attendance & Participation	hours
Participation in Seminar / Webinar	40
Preparation and Follow-up of Seminar	50
Online Studies	120
Preparation and Follow-up of Webinar	120
Preparation for Examination	120
	450

Learning Outcomes

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 and virtual reality. 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. Furthermore, students will get to know applied forms of visual anthropological research for magazine contributions (essayistic documentary photography), for museums (representation of culture in form of audio-visual media, immersive mixed and augmented reality projects; for film- and TV broadcast, Streaming channels or online platforms and Social Media Marketing).

Content

The profile area deals with the influence of different types of media and online social networks (in particular in multi-user virtual environments and social media) 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 mythology, virtual environments, films, photography, social media applications or online platforms) spread over huge spatial and cultural distances. On the basis of social anthropological research, the module comparatively analyses transregional representation forms from the fields of indigenous media studies, popular culture and digital anthropology. Students also practice research using ethnographic methods in online social media networks. Finally, these aspects are theoretically placed into the context of recent discussions about globalisation, trans-culturality and media.

Selected Literature

- Bernhard, Russel T H. (2006) Three reading questions on "Unstructured and Semistructured Interviews
- Duarte, M. (2017). Connected activism: Indigenous uses of social media for shaping political change. *Australasian Journal of Information Systems* 21.
- Kool, Hollis (2016): The Ethics of Immersive Journalism: A rhetorical analysis of news storytelling with virtual reality technology. In: *Intersect*. Vol 9, No 3
- Ginsburg, F., Abu-Lughod, L., & Larkin, B. (2002). Introduction. In F. Ginsburg, L. Abu-Lughod, & B. Larkin (Eds.), *Media worlds: Anthropology on new terrain* (pp. 1-36). Berkeley: University of California Press
- Kidd, D., & Rodriguez, C. (2009). Introduction. In C. Rodriguez, D. Kidd, & L. Stein (Eds.), *Making our media: Global initiatives toward a democratic public sphere, Volume 1: Creating new communication spaces* (pp. 1-22). New York: Hampton Press.
- Larkin, B. (1997). Indian films and Nigerian lovers: Media and the creation of parallel modernities. *Africa* 67(3), 406-440
- Postill, J., & Pink, S. (2012). Social media ethnography: The digital researcher in a messy web. *Media International Australia*, 145(1), 123-13
- Sealy, M. 2019. Ch. 3 "Violence of the image" (2019) in *Decolonising the Camera: Photography in Racial Time*. Lawrence & Wishart Ltd.
- Smith, Linda Tuhiwai 2012: *Decolonizing Methodologies. Research and Indigenous People*
- Yu, S. S., & Matsaganis, M. D. (2019). Introduction. *Ethnic media in the digital age: New research from across the globe*. In S. S. Yu & M. D. Matsaganis (Eds.), *Ethnic media in the digital age* (pp. 1-10). New York: Routledge

3.3 Applied Visual and Media Anthropology

Formalities

Responsible staff: Prof. Dr. Roger Horn

ECTS Credits 15 **Workload** 450 hours **Semester Hours per Week (,SH')** 2 SH

Frequency Once per year, Summer term

Semester 2. Semester: Webinar and LMS

Attendance Recommended

Learn & Teach In-house class Online studies other:

Language English German other:

Examination Webinar Online presentation (in English 30 min.) and paper (approx. 3,000 words) or media project

Requirements for participation

methodological: --

subject-specific: successful graduation of modules "Visual Anthropology" and "Media Anthropology"

Compatibility/Usability

Connection with other modules: Connection with Profile Module 2 or 3

Applicability in other programs: applicable in all Master programs: Journalism, Design, Management, Psychology

Learning & Teaching Methods

Classroom Work (2 SH)

Participation in seminar, webinar or simulcast with group work and presentations based on teaching materials and mandatory readings for the seminar. Participations in excursions and seminars in other virtual environments, video-call meetings, chats, discussion board and forums.

Online Studies

Study of readings, films and other multi-media teaching materials provided via the learning platforms, webinars, discussion board and forums.

Workload

Form of Attendance & Participation	hours
Participation in Seminar / Webinar	40
Preparation and Follow-up of Seminar	50
Online Studies	120
Preparation and Follow-up of Webinar	120
Preparation for Examination	120
	450

Learning Outcomes

Students are able to conduct scientific research using audio-visual media. They are familiar with the principles and practice-related basic knowledge in the field of digital anthropological work. They are able to analyze these principles in different professional fields, for example in the anthropological analysis of social media software and technology, anthropological questions of artificial intelligence and robotic technology but also the various audio-visual presentations in journalism and online documentary formats with a cultural focus, particularly in relation to foreign topics for online platforms, journals, TV and streaming channels.

Content

The module includes ethnographically-based research, developing of a film exposé and treatment, knowledge of the production processes abroad and working with key informants and translators. An important prerequisite is background knowledge about how media operates, journalistic structures, processes and PR work. The module covers the activity, fields of work, professional standards and the professional environment of international journalists. The development and organization of the activity and professional field of journalism are also covered, focusing particularly on the issue of professionalization and internationalization.

Selected Literature

- Aucoin, Pauline. (2017). *Toward an Anthropological Understanding of Space and Place*
- Cresswell, T. 2004. *Place: A Short Introduction*. Blackwell: Oxford
- Andrews, H. 2012. "Mapping my way: Map Making and Analyzes in Participant Observation. In *Mapping Cultures, Place Practice, Performance*. Palgrave.
- Cohen, S. 2012. *Urban Musicscapes: "Mapping Music-making in Liverpool*. In *Mapping Cultures, Place Practice, Performance*. Palgrave.
- Kris Rutten, An van. Dienderen & Ronald Soetaert (2013) *Revisiting the ethnographic turn in contemporary art*, *Critical Arts: South-North Cultural and Media Studies*, 27:5, 459-473
- Schneider, A. & Wright, C. (Eds.) 2010. "Ch. 1 Between Art and Anthropology" In *Between Art and Anthropology: Contemporary Ethnographic Practice*. Berg Publishers.
- Steyerl, H. 2009. *In Defense of the Poor Image*. In *e-flux journal # 10*. November 2009

4 Practice / Project (3. term)

4.1 Film / photography or media Project

Formalities

Responsible staff: Prof. Dr. Undine Frömring

ECTS Credits 15 **Workload** 450 hours **Semester Hours per Week (,SH')** 2 SH

Frequency Once per year, Winter term

Semester 3. Semester: Webinar and LMS

Attendance Recommended

Learn & Teach In-house class Online studies other:

Language English German other:

Examination Exposé/Treatment (in English, approx. 3,000 words)

Requirements for participation

methodological: --

subject-specific: successful graduation of modules "Visual Anthropology" and "Media Anthropology"

Compatibility/Usability

Connection with other modules: Basic modules, Profile Modules

Applicability in other programs: --

Learning & Teaching Methods

Classroom Work

Participation in webinar or simulcast with group work and presentations based on teaching materials and mandatory readings for the seminar. Participations in excursions and seminars in other virtual environments, video-call meetings, chats, discussion board and forums.

Online Studies

Study of readings, films and other multi-media teaching materials provided via the learning platforms, webinar, chats, discussion board and forums. Implementing the film, photography or media project, presentation of the project in form of an exposé.

Workload

Form of Attendance & Participation

	hours
Participation in Webinar	40
Preparation and Follow-up of Seminar	50
Online Studies	120
Preparation and Follow-up of Webinar	120
Preparation for Examination and Examination	120
	450

Learning Outcomes

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 module students develop their own film, photography or media project. It is permitted, even desirable, to collaborate with camera operators and editors, sound specialists and other film technicians. However, it is also possible for the entire production process to be carried out by students single-handedly. The core module comprises planning, implementing and evaluating a film, photography or other media project (selected by the students themselves).

Selected Literature

- Nichols, B. (2001). The Participatory Mode. In: B. Nichols: Introduction to Documentary. Pp. 115-124. Indiana University Press
- Motzafi-Haller, P. (1997). Writing Birthright: On Native Anthropologists and the Politics of Representation. In D.E. Reed-Danahay (ed.): Auto/Ethnography, Rewriting the Self and the Social (pp. 195-222). Berg
- Stringer, Ernest T. (2014) Action Research
- Wright J. (2014). Living Places. In: Wyatt, Jonathan, Adams, Tony E. (eds.). On (writing) Families: Autoethnographies of Presence and Absence, Love and Loss. Pp. 77-83. Sense Publishers.

4.2 Internship

Formalities

Responsible staff: Prof. Dr. Roger Horn

ECTS Credits 15 **Workload** 450 hours **Semester Hours per Week (,SH')** 2 SH

Frequency Once per year, Winter term

Semester 3. Semester

Attendance Mandatory

Learn & Teach In-house class Online studies other:

Language English German other:

Examination Report about the internship (in English, approx. 1,500 words)

Requirements for participation

methodological: --

subject-specific: --

Compatibility/Usability

Connection with other modules: --

Applicability in other programs: --

Learning & Teaching Methods

Practical Work (2 SH)

Participation and presentation in webinar

Online Studies

Internship-related tasks and activities depending on the actual internship situation

Workload

Form of Attendance & Participation

	hours
Online study	20
Internship	430
	450

Learning Outcomes

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.

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. 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.

5 Master Thesis (4. term)

Responsible staff: Prof. Dr. Undine Frömring & Prof. Dr. Roger Horn

5.1 Thesis Proposal

After the **2. Semester**, an idea for the Master thesis must be developed and elaborated, with the following time schedule:

- Hand-in date for a thesis proposal draft (1-2 pages): September 1st
- This draft is the basis for the first presentation of a research idea during supervision class in October.
- After receiving feedback from the supervisor, the idea has to be flashed out in a 3000 words Thesis Proposal.
- Hand-in date for the finalized thesis proposal, which will be graded: January 15th
- This is the 5th and last grade acquired before registering the Master Thesis

5.2 Thesis

After their second term, students have to decide, whether they want to

- a) write a **theoretical** scientific thesis (50 pages, approx. 15,000 words) accompanied by photographic material (min. 10, max. 20 pictures), or if they want to
- b) realize a **film project** (20-40 min., usually directing an ethnographic film, on their own or together with a cinematographer/editor) accompanied by a **theoretical** scientific thesis (25 pages, approx. 7,500 words).

The Master Thesis must be written in English or German. The producing time amounts to **24** weeks.

Further provisions relating to the thesis are given in § 5 PO-VMA.