

## Master of Arts

# Visual and Media Anthropology

[www.master.fu-berlin.de/visual-anthropology/](http://www.master.fu-berlin.de/visual-anthropology/)



The Institute of Social and Cultural Anthropology (Department of Political and Social Sciences) at the Freie Universität Berlin is offering an innovative Master's (M.A.) program in Visual and

Media Anthropology. This Program is educating both researchers with a background in anthropology and media professionals. The two-year-full-time Master's program comprises 120 ECTS. We offer 25 places each year.

### PROGRAM STRUCTURE

The program is a combination of E-learning and in-house learning with five main units:

1. The distance-e-learning modules
2. Four in-house workshops (lasting from two to three weeks long)
3. An internship in a TV production company, film festival, Ethnological Museum or other related fields
4. A short film or media project
5. The Master's thesis and/ or the film/media project



Institute of Social and Cultural Anthropology, Freie Universität Berlin

### E-LEARNING TOOLS

Our E-learning philosophy is a mixture of different web based learning tools:

1. CMS-Online modules with multimedia content
2. LMS Blackboard
3. Avatar based 3D-virtual classrooms with multi-learner scenarios
4. Skype class meeting and office hours



Virtual classroom, Education Island, M.A. Programm Visual and Media Anthropology

### INTERNATIONALITY

The M.A. program is highly international; the language of instruction is English. Nationalities of matriculated students: Angola, Australia, Bangladesh, Brazil, Bulgaria, Colombia, China, Denmark, Estonia, Finland, France, Germany, Greece, Hungaria, Iceland, Iran, Israel, Italy, Latvia, Malawi, Nepal, Netherlands, Panama, Pakistan, Poland, Portugal, Romania, Serbia, Spain, South Africa, Turkey, Switzerland, Thailand, United Kingdom USA, Vietnam. For our real-time online-classes (via avatars and voice-chat) with students coming from countries all over the world we use a world-clock meeting planner.



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### CONTENT & PHILOSOPHY

The Master's Program focuses on the relationships between culture and media in a number of areas, such as:

- Virtual cultures
- Problems in representation of culture and gender through media
- The significance of Social and Cultural Anthropology in all kind of media production
- The development of media in Indigenous, Diaspora, and non-Western communities.
- The role of new media, especially social networks in political processes, resistance, transnational migration and community building

The vision of this continuing education M.A. Program in Visual and Media Anthropology, as a subfield of Social and Cultural Anthropology, is to bring visual and media anthropological knowledge to people who have already settled, and are future leaders, in the film industry or governmental and non governmental organizations, as well as to the current and future leading voices of museums, new media and art production industries. The aim of the program is to overcome the Eurocentric, non-scientifically grounded, audio-visual documentations about non-European countries that often give the local or "indigenous" communities no voice and ignore other important ethical guidelines.

Another idea of the program is to widen the traditional concept of ethnographic audiovisual research in terms of integrating ideas of sensual, artistic and fictional ethnographic film/photography-making and herewith cross the boundaries from a mere distant scientific interpretation of cultures to a participation in trans-regional cultural processes.