

WESTFÄLISCHE  
WILHELMS-UNIVERSITÄT  
MÜNSTER

# VISUAL ANTHROPOLOGY, MEDIA AND DOCUMENTARY PRACTICES

MASTER OF ARTS



NEW MASTER  
PROGRAM

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## OBJECTIVES OF THE MASTER PROGRAM

In today's globalized world, where media representations shape social and political spheres, a critical understanding of media and (audio-) visual culture is crucial. Media studies, rooted in social anthropology, offers an in-depth approach to analyzing the complex connections between media, culture and society.

The Master Program trains students in theory and practice in the areas of visual anthropology, the documentary arts (film/photography/installation), media culture and media anthropology. Conceptual and practical knowledge within these areas can be applied in academia, the arts, and

culture and media industries, as well as to social, applied, or educational media projects. Students study the theoretical and practical foundations of visual anthropology, they gain experience in film production, project development, and (audio-) visual installation. Ultimately, they acquire the necessary skills for producing their own research projects and media outputs.

This program is for students with a background in the social sciences and humanities, especially those in cultural, media and communication studies. Applications are welcome from both Germany and abroad.

### › The Master Program:

- University: Westfälische Wilhelms-Universität Münster
- Degree: Master of Arts (M.A.)
- Location: WWU Weiterbildung gemeinnützige GmbH, Königsstr. 47, 48143 Münster, Germany
- Start: Winter semester
- Tuition: € 10,750 for the entire three-year program
- Length of study: 6 semesters
- Max. no. of students admitted into the program: 22

# STRUCTURE AND PROGRAM OUTLINE

## › Structure

The Master Program was designed with working professionals in mind. Distance learning allows students to participate regardless of their location. A large part of the program requires self-study as well as the student's own preparation and review of course material. The program consists of 6 semesters, including the master's thesis and

final media project. The first 7 modules require presence in Münster and will be offered as block courses. For people who are interested in specific content, but not in participating in the entire master program, it is also possible to book particular classes or modules using the advanced training course option.

## › Timetable

Semester	Modules	Credit Points	period/days
1 <sup>st</sup> semester	<b>Module 1:</b> Introduction to Audio-Visual and Media Anthropology	9	6 days
	<b>Module 2:</b> Anthropological Short Film Production	11	7 days
2 <sup>nd</sup> semester	<b>Module 3:</b> Representation and Narrative Strategies	10	5 days
	<b>Module 4:</b> Media Practice Research	10	5 days
3 <sup>rd</sup> semester	<b>Module 5:</b> Mediation of Human Experience	10	5 days
	<b>Module 6:</b> Media Production and Project Development	10	10 days
4 <sup>th</sup> semester	<b>Module 7:</b> Project Supervision and Research Colloquium	10	8 days
5 <sup>th</sup> semester	<b>Module 8:</b> Practical Work and Experience	20	<i>10 weeks internship/ 4 weeks editing time</i>
6 <sup>th</sup> semester	<b>Module 9:</b> Fieldwork, Media Project, Final Thesis	30	<i>6 months</i>
		<b>120 CP</b>	<b>46 days</b>



## › Content\*

### Module 1: Introduction to Audio-Visual and Media Anthropology

Students will receive a broad introduction to visual anthropology and media anthropology. They will acquire a basic understanding of the theoretical foundations of visual anthropology. This includes knowledge of relevant debates and research methods, acquired through the examination of films and case studies. The focus on media anthropology provides insights into the social and cultural relevance of media through empirical and theoretical anthropological analysis. Students will be introduced to the first practical steps and techniques involved in film production: Amongst others camera and editing techniques and audio-visual representational strategies rooted in anthropological theory.

#### Courses:

- › Introduction to Visual Anthropology
- › Introduction to Media Anthropology
- › Production and Editing Workshop

### Module 2: Anthropological Short Film Production

Students participate in a production workshop to learn how to transfer the ideas from module 1 into practice. The focus of this module is on dramaturgic composition and technical competences, as a deeper understanding of both are required for students to ultimately implement their own project ideas. Central approaches are narrative strategies combined with anthropological, artistic and technical knowledge. Module 2 is a prerequisite for all subsequent modules, in particular for the student's creation of the media project in the final module. Theoretical anthropological knowledge will be reflected over the course of the workshop. Students analyze and establish the theoretical and practical groundwork for planning their own research and media projects.

#### Courses:

- › Anthropological Short Film Production

\*Content and titles of courses may vary.





### Module 3: Representation and Narrative Strategies

This module centers on narrative strategies and aesthetics. The basics of imagery, image semiotics, and image composition are considered. The module also teaches concepts relating to installation and exhibition. Moreover, different genres such as “Auto-Ethnography” and “Ethno-Fiction” will be discussed. A central focus is on considering these approaches themselves as cultural representations, along with their anthropological and social relevance. Students will become acquainted with the ethical considerations of anthropological media representation of other people, social groups, and foreign cultures. Theories and methods of cultural anthropology, postcolonial, and critical theory will be debated in detail. Film and case study analysis will be performed to learn how to recognize the complex relationship between aesthetic, ethical, and academic representations.

#### Courses:

- › Visual Aesthetics, Framing and Narrative Strategies
- › Auto-Ethnography and Ethno-Fiction
- › Modes of Representation and Ethics

### Module 4: Media Practice Research

Through the consideration of case studies of cinematic, photographic, and other media productions, students cultivate an awareness of the social and political significance of various indigenous and other cultural media. They will learn to analyze these in the context of a social anthropological framework. Concepts such as media spaces and mediatization will be debated, while considering case studies and conducting one’s own research on media practices. By gaining an understanding of the social and cultural significance and complexity of media, students can implement these concepts into their own projects and specific contexts of media research. Besides obtaining training in media anthropology, the profound reflection on media practices and media representations will enable us also to produce meaningful media works ourselves.

#### Courses:

- › Indigenous and Subject-Generated Media
- › The Anthropology of Media
- › Media Ethnography



### Module 5: Mediation of Human Experience

This module explores theories and methods for experimental and sensory ethnography, which are then tested by students in laboratories. In these laboratories, students receive insights into the field and practices of sensory and experimental ethnography by performing experimental research trials. By testing various methods (e.g., visual, acoustic), students gain exposure and learn how to use different forms of experience-based research. A major emphasis of this module is also applied visual anthropology. Students learn to link and apply audio-visual methods to anthropological research contexts. Critical visual anthropological knowledge and ethnological sensibility can get applied in diverse contexts, including within social or political organizations, social projects, and certainly also in research projects.

#### Courses:

- › Experimental and sensory Anthropology
- › Applied Visual Media Anthropology

### Module 6: Media Production and Research Colloquium

This module functions as a workshop during which students produce an anthropological media product in the form of a filmic or photographic project. The development, implementation and post-production of their media products are discussed and supervised in detail. This process serves to teach students about the communication of anthropological knowledge to the public. Strategies concerning project development, financing, and marketing of products originating from the documentary arts are also considered. Moreover, students gain insight into the German and international media markets and available funding strategies. Following the module, students can remain in contact with lecturers over Adobe Connect, thus providing a source of continued professional support during their project development and a means of staying informed about emerging funding opportunities. This module teaches students how to compose a professional proposal for requesting project funding.

#### Courses:

- › Anthropological Film/Cross-Media Production
- › Professional Project Development and Funding Strategies





### Module 7: Project Supervision and Research Colloquium

Students begin to contemplate, discuss, and draft ideas for the production of their final media project and written thesis. The research colloquium provides a forum for support and assists with the preparation of a proposal. During this module, a detailed research proposal and research design needs to be developed. In addition, students must submit an elaborate proposal for their own film/media production. Later, students have the opportunity to continue to share information and further discuss problems with the group and lecturers using Adobe Connect. Throughout this module and the rest of the program, students can use this platform to upload materials, engage in discussion and receive feedback from their supervising lecturers.

#### Courses:

- › Final Project Supervision
- › Colloquium

### Module 8: Practical Work and Experience

An internship is carried out in either a professional area of the cultural media industries or in an area specifically related to a student's final project. Students working full-time can decide whether they wish to do an internship at this stage or to conduct a supervised project within their current organizations.

#### Courses:

- › Cultural Media Production

### Module 9: Fieldwork, Media Project, Final Thesis and Final Presentation

In the final module, students conduct research, write a master's thesis and put theory into practice through the creation of their own media project in the form of a documentary film, photography exhibition, or installation. Immediately following the program, students are invited to exhibit their work in a public exhibition, though participation in this presentation is voluntary.



## STUDY ORGANIZATION

### › E-learning

An important platform for the Master program is Adobe Connect. This is a multimedia web communication system, which enables students to attend online and in real-time. Students can upload their own productions and receive support. Lecturers and students can also communicate over this platform.

### › Exams

For coursework modules (1-7), credits are based on attendance, active participation, and the passing of a final exam (essays and/or practical works) at the end of each module. In module 8, students undertake an internship. In the final module, students write a master's thesis and create a practical media project in the form of a documentary film, a photography exhibition or an (audio-) visual installation.

The Master Program in Visual Anthropology, Media and Documentary Practices has adopted the European Credit Transfer System (ECTS).

### › Graduation

Students who successfully complete the program are awarded a Master of Arts from the University of Münster (Westfälische Wilhelms-Universität Münster).



# ADMISSION REQUIREMENTS AND APPLICATION

## › Admission Requirements

Applicants must have:

- › A relevant undergraduate or first degree (at least 180 ECTS credit points, e.g., Bachelor, Diploma, Master)
- › At least one year of work experience in media production and/or the social sciences or cultural studies
- › English level B2 pursuant to the Common European Framework of Reference for Languages (CEFR)

**English level B2 can be proved by** a certificate in English or a bachelor/master program taught in English. Applicants without a certificate or a bachelor/master degree in English have the possibility to pass an **English test** that will be offered by the WWU Weiterbildung via telephone or skype. The fee for the English test is €50.

## › Application

The application form as well as the current application deadline can be found on our homepage:

[www.wwu-weiterbildung.de/visual-anthropology](http://www.wwu-weiterbildung.de/visual-anthropology).

Along with the application form, please send the following documents:

- › CV
- › Certified copy of your university degree
- › Certificate in English (at least level B2)
- › Personal statement (ca. 250 words)

### The documents should be sent to:

WWU Weiterbildung gemeinnützige GmbH  
Königsstr.47, 48143 Münster, Germany

We recommend **international students** to apply as early as possible. Depending on their country of origin, a visa will be necessary to study in Germany. The visa application process might take several months.

## › Tuition

The total tuition for the Master Program is € 10,750. Tuition covers participation in the program, exam fees, conference refreshments and course material.

Travel and accommodation costs are not included. The program is not subject to German sales tax (Umsatzsteuer) pursuant to paragraph 4 Nr. 21a (bb) UStG.

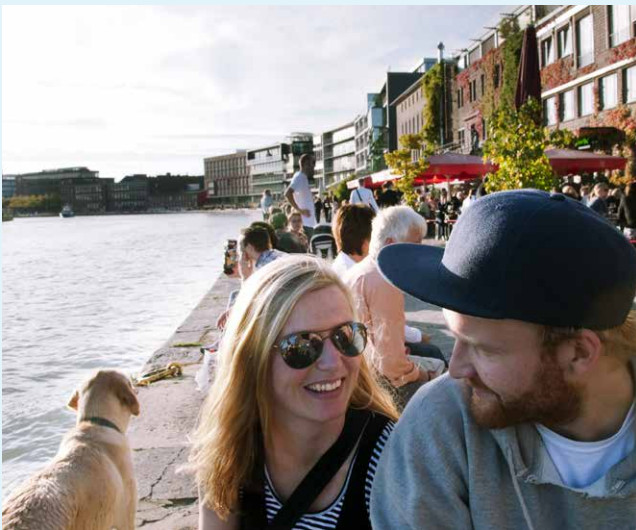
# MANAGEMENT AND LECTURERS



Prof. Dr. Helene Basu is the Director of the Master Program in Visual Anthropology, Media and Documentary Practices at the University of Münster. She is the head of the Institute of Ethnology (WWU).

The program will be taught by an international team of highly qualified lecturers.





## YOUR STAY IN MÜNSTER

There are three things that first time visitors to Münster notice right away: the beautiful city center, the large number of bicycles and the abundance of young people. Since October 2004 Münster has proudly called itself “the world’s most liveable city.” Münster is home to the Westfälische Wilhelms-Universität (WWU), one of the five largest universities in Germany with about 43,000 students (at least one-fifth of the city’s entire population).

Also striking in Münster is the interesting architectural interplay between the many historic churches and the new buildings - a juxtaposition which has earned Münster the nickname „Rome of the North“. The main building of the university is the historic castle in the center of the city, but additional university buildings are located throughout the entire city. The promenade, a green ring around the old town, encourages bike riding, jogging, and leisurely strolls.



The banks of Lake Aasee in the center of the city are also a popular hangout and ideal for picnicking and sunbathing. Yet Münster has even more to offer: The diverse museums are as attractive as the architectural beauty of the city. There are many options for going out in the evening. The Kreativkai, Münster's rebuilt harbor, has numerous bars, clubs and discos for all ages. The Kuhviertel, an area of pubs and bars on the edge of the historical old town, is also quite popular among visitors and locals alike.

### › International Students

The University of Münster assists international students in their search for suitable accommodations, offers information about cultural activities, etc., as well as general advice about living in Münster. Further information can be found at: [www.uni-muenster.de/en/international\\_students/](http://www.uni-muenster.de/en/international_students/)

Students can purchase a Semesterticket to ride the trains within NRW for free. The Semesterticket is not, however, valid on high-speed trains (IC and ICE). With the Semesterticket students can also take all the buses within North Rhine-Westphalia for free, but will be charged a small fee for night buses or for transporting bikes on the bus.

### › Conference Rooms

All lectures take place in the Heereman'scher Hof. This historical building in the heart of Münster was completely renovated and has been used for conferences, meetings and offices since 2012. In the historical ambiance of the former home of the Heereman family, students are offered a modern conference and meeting area. The lecture rooms are equipped with the latest audio visual equipment and free Wi-Fi.

### › Networking and Support

Participating in a study program not only provides students with a degree, professional skills and competences, but also offers them an ideal opportunity for networking. We are happy to organize leisure activities to support networking, like making dinner reservations at popular Münster restaurants or organizing activities such as city tours and museum visits. Students have always welcomed this offer in the past.



# CONTACT AND IMPRINT

**Contact:**

WWU Weiterbildung gemeinnützige GmbH  
Julia Blumberg

Phone: +49 251 83-21705

Fax: +49 251 83-21709

E-mail: [julia.blumberg@uni-muenster.de](mailto:julia.blumberg@uni-muenster.de)

[www.wwu-weiterbildung.de/anthropology](http://www.wwu-weiterbildung.de/anthropology)

[www.facebook.com/master.anthropology](https://www.facebook.com/master.anthropology)

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