Hochschule für Medien
Kommunikation und Wirtschaft
University of Applied Sciences
H M K W

StO-VMA Study Regulations –
M. A. Visual and Media Anthropology

Study regulations for the non-consecutive program

M. A. Visual and Media Anthropology

of

HMKW HOCHSCHULE FÜR MEDIEN, KOMMUNIKATION UND WIRTSCHAFT

which awards the degree of a *Master of Arts* (M.A.)

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I   Preamble

On the basis of *Berliner Hochschulgesetz* (BerlHG) in its version from July 26, 2011 (GVBl. 378 ff.), last amended by Article 1 of the law of September 14, 2021 (GVBl. p. 1039), and the general *Study and Examination Regulations Framework* of *HMKW Hochschule für Medien, Kommunikation und Wirtschaft* for study programs which award the degree of a *Master of Arts* (RStPO-MA), HMKW issues the following special *Study Regulations* for the Master's program *Visual and Media Anthropology* (StO-VMA).

II   Regulations

§ 1 Area of Application

1) In accordance with § 1 Abs. 3 RStPO-MA, the present regulations govern the content, the weighting (through ECTS credit points) and the structure of the non-consecutive study program *Visual and Media Anthropology*, which awards the academic degree of a '*Master of Arts*' (M. A.).

2) The present *study regulations* are complemented by the study specific *curriculum*, which comprises amongst other things, the *module manual* which defines formal aspects and main subjects of all modules, and the study specific *examination regulations*.

3) Insofar as these program specific regulations do not cover certain study related aspects, the respective regulations of the general *Study and Examination Regulations Framework* for Master's programs of HMKW come into effect.

§ 2 Content

1) The application oriented non-consecutive Master's program *Visual and Media Anthropology* of HMKW gives students the opportunity to deepen and expand their knowledge and skills in the field of Visual Anthropology and Media Anthropology. The program conveys broad, multi-disciplinary qualifications relating to visual and media anthropology as well as practical oriented knowledge and skills. The program aims at strengthening knowledge as well as employability.

2) The core area of the Master's program teaches the fundamental approaches, topics, and working methods of visual and media-oriented anthropology. The profile modules deepen fundamental theoretical approaches and working methods, while concentrating on specialized knowledge and practice of digital anthropology based on the focus of the individual module.

3) Students explore the following main topics: audio-visual presentation of cultures 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, students learn the theoretical approaches and practical applications of the methods of self-reflection, participatory observation and collaborative filmmaking.

4) The study program is online-based, complemented by in-house classes. The instruction language is English.

§ 3 Learning Outcomes

1) Graduates of the program have fundamental theoretical knowledge of the discipline within the field of social anthropology and practical media competence for its application. They understand the interconnected relationships of global media realities with specific focus on the regions of Europe, Africa, Asia and Latin America. Graduates of the program are confident in the application of various visual and multi-media presentation technologies, including online presentations with web-cam and voice-chat, and in using avatars in virtual 3D environments. Additionally, they are qualified to recognize and critically assess gender constructions and power structures in different media environments.

2) Professional prospects for graduates are focused particularly in positions as editors for TV and film production companies and in TV, print and online media which are focused on issues of culture and social science; or as managers or curators at film festivals, in film archives, museums and cultural institutions with media exhibitions. Graduates of the program are also qualified for professional fields which require knowledge of specific online behavior of groups and individuals and predictions of possible development trends in social media software and diverse human-technology interactions. The non-consecutive Master's program *Visual and Media Anthropology* enables to work as an anthropology expert, inter alia, in the following fields:
   - Author, director, editor at TV-broadcasting and film production companies
   - Press and Media, Public Relations, Marketing
   - Analysis and research for applications in the field of Social Media
   - Indigenous Media Marketing
   - Online-platforms for cultural heritage
   - Educational Games
   - Consulting in the field of artificial intelligence and smart home
   - Universities and research-oriented institutions
   - Non-governmental organisations
   - Cultural exchange
   - Film archives and documentary film festivals

- Museums
- International art and exhibition firms
- Research and education in scientific institutions

§ 4 Structure

1) The Master's program *Visual and Media Anthropology* comprises120 ECTS credit points (CP) and is structured into four parts:
   a) Core (30 CP)
   b) Profile (30 CP)
   c) Practice / Project (30 CP)
   d) Master's Thesis (30 CP)

2) The *core studies* contain the following two modules:
   - Visual Anthropology (15 CP)
   - Media Anthropology (15 CP)

   These two modules convey foundational approaches, discussions and working methods of Visual and Media Anthropology.

3) Courses of the following three *profile modules* can be chosen, to the extent of 30 CP:
   - Basics and Varieties of Ethnographic Film Production (15 CP)
   - Communication / Mediascapes (15 CP)
   - Applied Visual Anthropology (15 CP)

   These modules convey basic theoretical concepts and methods as well as specific knowledge in the field of Visual or Media Anthropology, from the perspective of the respective profile.

4) The study field *practice/project* contains the following two modules:
   - Film project (15 CP)
   - Internship (15 CP)

   The regulations of the internship are given as attachment 2.

5) After finishing all necessary modules according to section 2, 3 and 4 of this paragraph, the master's thesis has to be written, which is credited with 30 ECTS credit points (30 CP)

6) The *module manual* contains information about content, qualification aims, educational units, learning and teaching methods, workload, forms of active participation, time requirements and frequency of each module.

7) The sample study schedule given as attachment 1 shows the recommended chronological structure of the Master's program *Visual and Media Anthropology*.

§ 5 Teaching methods

1) The instruction sessions are primarily online based, supplemented by phases of required physical attendance.

2) The content of the online classes is provided through digital 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, subsequently participating in a guided discussion in the context of online instruction.

3) The phases of in-person attendance take place as a block event in the form of in-house-workshops. The content is taught in the form of lectures, group work, presentations and discussions.

4) Supervision of students and communication between participants takes place via a digital learning platform, voice and video calls, and email. One person is appointed for each module and the supervision of the students of that module.

III Final clause

§ 6 Coming into effect and interim regulation

1) These study regulations for the non-consecutive Master's program *Visual and Media Anthropology (M. A.)* replace their last version from October 01st, 2020.

2) This document will be published at HMKW and takes effect on October 01 st, 2022 for all Master's students, who are already enrolled at this date or who will be enrolled after this date.

5) Students who enrolled in the Master's program at HMKW before October 1st, 2019, will continue their studies on the basis of the study regulations for the Master's program *Visual and Media Anthropology* of *Freie Universität Berlin* from May 21st and June 4th 2008 (FU Mitteilungen [Gazette of the Freie Universität Berlin] No. 30/2008 p. 692), unless they apply to the responsible examination board to continue their studies on the basis of the present study regulations of HMKW. On the occasion of their re-registration following their application, the examination board 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.

IV Addendum

Attachment 1: Sample study schedule

(see § 4 Abs. 7, „CP" = ECTS Credit Points)

Study field	1. Semester Core	2. Semester Profile		3. Semester Practice/Project	4. Semester Examination
Module field ECTS	Visual Anthropology 15 CP	Profile modules I and II (2 of 3 graded courses) 2 * 15 CP		Film project 15 CP	Master's Thesis 30 CP
Module field ECTS	Media Anthropology 15 CP	• Basics & Varieties of Ethnographic Film Production • Communication/Mediascapes • Applied Visual and Media Anthropology		Internship 15 CP	
		Thesis Proposal			
Total	30 CP	30 CP		30 CP	30 CP

Attachment 2: Internship regulations

(see § 4 sect. 4)

1. Students of the Master's program *Visual and Media Anthropology* have to complete an internship of nine weeks which offers insights into possible professional fields according to § 3 sect. 2 and confronts with typical practical tasks which occur in anthropology-related job areas. This allows to assess the knowledge and skills gained in the previous studies. It serves as an orientation towards a reality-based direction of the studies.

2. The search for a suitable placement needs independent initiative of the students. HMKW's Career Service can offer support and guidance on demand.

3. The internship can be done in a suitable organization abroad.

4. All students have to write a report on their experiences and problems encountered during the internship.

5. The report must cover the following aspects:
   a) Name and address of the student
   b) Name and address of the organization which offers the internship and of a contact person therein.
   c) Time and duration of the internship
   d) Finding process, preparation and provision of the internship (regarding contract and fields of activity)
   e) Short description of the organization and the department, the internship was allocated to
   f) Description of one's own goals, task definitions, fields of activity and relevant procedures
   g) Which general and study related kinds of knowledge, skills and qualifications were used in the internship
   h) Experiences, knowledge, insights and competences which are needed to solve tasks confronted with in the internship and needed for future professional activities
   i) Support by and collaboration with the internship organization
   j) Assessment of the activities done and experiences made in the internship against the backdrop of intended goals and real tasks

Attachment 3: Module Manual

see the attached document