

Single-Subject Bachelor

Dual-Subject Bachelor

Master ◀

Master of Education

PhD

► General information

Start: Winter semester
Duration: 4 semesters
Degree: Master of Arts

► Application and enrolment

Admission requirements

The admission requirement for a Master's degree programme is usually an undergraduate degree or equivalent qualification in a related field of study and proof of professional and personal suitability.

For further information regarding admission requirements (e.g. German language requirements) and the admission application, please refer to the Admission Regulations.

Application

Applicants with German university entrance qualification: Submit an online application via the University of Oldenburg.

EU and international applicants:
Submit an application via uni-assist e.V.

For more detailed information and deadlines, refer to:
www.uni-oldenburg.de/en/students/application-and-enrolment

► Your contact persons

For enquiries regarding the degree programme/subject

Academic Counselling
Prof. Dr. Karen Ellwanger
Telefon: +49-441-798-2141
E-Mail: karen.ellwanger@uni-oldenburg.de

Dr. Lüder Tietz
Telefon: 0441-798-2582
E-Mail: lueder.tietz@uni-oldenburg.de

General advice regarding studies

Study and Career Counselling Service - Zentrale Studien- und Karriereberatung

Application procedures / Entry requirements

Admissions Office - Immatrikulationsamt

StudierendenServiceCenter
Campus Haarentor A12
26129 Oldenburg
0441-798-2728
studium@uni-oldenburg.de
www.uni-oldenburg.de/en/students/service-advice

► Further Information

Cultural Analysis website

www.uni-oldenburg.de/materiellekultur/studiengaenge/ma-kulturanalysen

Courses of Study

www.uni-oldenburg.de/en/students/degree-programmes

Funding

www.uni-oldenburg.de/studium/finanzierung

Imprint

Editor: Zentrale Studien- und Karriereberatung, Status:
01/2017



Cultural Analysis (M.A.)

Single-Subject Bachelor

Dual-Subject Bachelor

Master ◀

Master of Education

PhD

The Cultural Analysis Master's programme is research-oriented and follows in the tradition of well-established Cultural Studies, Sociology and Gender Research at the Carl von Ossietzky University in Oldenburg. It deals with the materiality and mediality of contemporary and popular cultures and their historical foundations. One focus is on the ethnographic study of material culture and its involvement in current issues of transculturality, migration, globalization and sustainability.

The key study objectives are to observe sociocultural problems in an interdisciplinary fashion, develop questions and learn to work independently and academically with diverse and sometimes unusual methods – both alone and as a team. Socially labelled, gendered and ethnicized body images and practices is the starting point, including dress and worlds of things – in everyday life and in public, national and transnational institutions. The goal is to interweave practical and theoretical modes of knowledge, to elucidate the interaction of the dimensions of representation and performativity, and finally to combine cultural, political and social analysis.

The programme is located at the Institute of Material Culture and is enriched by the expertise in cultural analysis offered through cooperation with other fields. The lecturers have diverse professional backgrounds in the empirical fields of Cultural Studies, (European) Ethnology and Museum Studies, Art and Media Studies, Sport Sociology and Body Science, Migration Studies, Aesthetics, Ecology and Cultural Education, Political Science and Gender Studies. Depending on the project, we consult and collaborate with partners from our extensive international network.

The Master's programme is aimed at graduates of cultural and social science degree programmes, who are motivated to more closely examine and contemplate issues and have the willingness to bring transdisciplinary academic work to bear. You should not fear empirical processes or artistic methods, even if you are treading uncharted ground at times. You should have a good knowledge base in English (literature, foreign guest lecturers and international students) and enjoy project-based studying and working independently.

► Programme structure and content

We rigorously apply our principles of teaching and learning methods: on-site presence, small-group learning, specific topics, intensive supervision, project orientation, encouragement of self-study and avoiding unnecessary school-like teaching.

The Master's programme is designed on the principle of research-based teaching and learning and offers you the opportunity to pursue your interests, based on current, cultural research.

During the four-semester Master's programme, you will earn a total of 120 ECTS credit points. Students complete seven specialized Cultural Analysis course units. The preparatory course unit serves as an overarching introduction to culture theory and academic work designed for students from diverse academic backgrounds. This lays the foundation for the following course units. You can earn a further 15 ECTS in a free-choice area of practice-oriented training where you, for example, do an internship in an area of your academic and professional interests, follow additional course units (language training or journalistic writing, for example) or work on an individual project. The final Master's course unit (30 ECTS) comprises a Master's thesis of 40 to 65 pages and related colloquia.

In order to facilitate you in developing transdisciplinary thinking, selected course units are taught by two lecturers with different disciplinary backgrounds (tandem teaching). In the teaching-research project, you work as a team with other students, lead a small academic research project and develop an appropriate presentation. Self-study is also facilitated with a research workshop (specific methodological supervision and guidance with your projects) and offers for building for your own profile. You will learn to reflect on the perspectives, implications and effects of your analysis with an interdisciplinary approach. You are encouraged to explore cultural and social research instruments and methods for academic and artistic teaching and mediation and apply them yourself.

The degree programme consists of the following course units:

Preparatory course unit	6 ECTS
Ethnographic methods of cultural analysis	9 ECTS
Transdisciplinary cultural analysis I: body images, body practices	8 ECTS
Transdisciplinary cultural analysis II: representation, performativity, practices	7 ECTS
Exemplary Analysis of Material Culture and its mediation	15 ECTS
Project course unit	15 ECTS
Building your own profile	15 ECTS
Practice-oriented training of choice	15 ECTS
Final Master's course unit	30 ECTS
<hr/>	
120 ECTS	

The study programme is designed as a full-time programme, but can also be completed as a part-time programme, either partially or in its entirety.

► Potential career paths

Graduates of this degree programme will have acquired abstract thinking abilities, methods, and transferable skills, project expertise, teamworking abilities and a keen eye for contexts and interactions. This will prepare and qualify them for the following spheres of work or niches therein: teaching and working at research institutes; publishing; media; arts and cultural education; cultural politics; cultural institutes and initiatives; museums and archives as well as work as an art, culture, fashion, museum or exhibition critic; as well as other professions yet to be developed.

Many of the emerging career opportunities are based on freelance activities, for which project competence and independence are crucial, both of which are promoted in the programme. The established spheres of work traditionally require a further level of training, such as a trainee programme in publishing houses, media establishments or museums.

Because the Master's degree programme offers a project course unit based on sound theoretical examination of Cultural Studies approaches, the skills you have acquired are directed towards carrying out your first independent research or teaching, and prepare you superbly for a PhD path.