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

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

Your contact persons

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Cultural Analysis (M.A.)

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 other students, lead a small academic research project and work as an art, culture, fashion, museum or exhibition critic; in institutes and initiatives; museums and archives as well as other professions yet to be developed.

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:

- Exemplary Analysis of Material Culture: 15 ECTS
- Transdisciplinary Cultural Analysis I: Ethnographic methods of cultural analysis: 9 ECTS
- Transdisciplinary Cultural Analysis II: Representation, performativity, practices: 7 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
- Preparatory course unit: 6 ECTS
- Practice-oriented training of choice: 15 ECTS
- Final Master’s course unit: 30 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, teamwork 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.