



LUND
UNIVERSITY

MA in Applied Cultural Analysis

LUND UNIVERSITY | SWEDEN

- Master of Arts with a major in Applied Cultural Analysis
- 2 years, full-time, 120 ECTS credits
- Collaboration between Lund University and University of Copenhagen
- Department of Arts and Cultural Sciences, joint programme between Lund University and University of Copenhagen
- Lund Campus
- Application deadline: January 2024
- Programme start: August 2024

PROGRAMME OVERVIEW

Applied cultural analysis is a multidisciplinary field of work and study that is heavily influenced by cultural theoretical perspectives and ethnographic methods coming from disciplines of study such as anthropology, ethnology and public folklore. It emphasises the teaching and implementation of strategies of collaborative engagement between university-trained scholars and actors beyond the university system.

The programme aims to develop and deepen students' knowledge and skills within the field of applied cultural analysis. It emphasises the use of ethnography and cultural analysis as a means of helping organisations and businesses as well as municipal and community-based actors to develop their services, products and public outreach programmes. Simultaneously, the programme works to enable those actors to find solutions to problems they may face as an aspect of their daily activities.

The programme will strengthen students' theoretical and methodological skills in anthropology-based ethnography while developing advanced understanding of different organisational contexts, as well as the demands these place on project management, communications and product development. Through work placement, field projects and the Master's thesis, you will be able to develop and target your skills to the specialised field in which you wish to work after completing your studies. The programme works in close cooperation with a number of clients from both the public and private sectors and NGOs.

Special features of the programme:

- The programme is run in cooperation with the University of Copenhagen
- Lectures are held at both universities in the first year
- Students undertake work placements during the third semester
- Professors teaching on the programme specialise in the study of the cultural economy, tourism, cultural heritage, consumer culture, digital culture, food, etc.

PROGRAMME MODULES/COURSES

COURSES AND NUMBER OF CREDITS: Introduction to Applied Cultural Analysis (7.5), Theories for Cultural Analysis (7.5), Composing Cultural Analysis (15), Ethnographic Methodologies for Cultural Analysis (15), Managing and Conducting Ethnographic Projects (15), Specialisation: Writing Cultural Analysis (15), Work Placement Project: Fieldwork and Cultural Analysis in Applied Contexts (15), Master's thesis (30).

CAREER PROSPECTS

As an Applied Cultural Analyst, you can work in private as well as public companies and organisations, with NGOs as well as the industry. As a consultant or in-house expert, you help organisations and businesses develop their services and products, how to improve, change or manage organisational culture, diversity, branding and marketing strategies. Applied Cultural Analysts may work as project managers or as advisors or assistants to project managers on themes as diverse as the environment, human rights, transportation and recycling, city and community development. During the programme, you collaborate with external stakeholders and conduct an eight-week work placement project.

ENTRY REQUIREMENTS AND HOW TO APPLY

Entry requirements

An undergraduate degree (BA/BSc) of at least 3 years, 180 ECTS credits, in humanities or social science, or the equivalent. English Level 6.



“This programme is great for someone who is interested in subjects like culture, ethnography and anthropology and who wants to learn how they can be used for doing meaningful work in or outside academia. It’s a flexible programme that encourages critical thinking and individual initiative. You are encouraged to self-reflect and test your boundaries, while you receive mentorship and have a community of colleagues and teachers to consult with.”

Manuela Boghian from Romania



How to apply

- 1. Apply online:** Go to www.lunduniversity.lu.se/applied-cultural-analysis. Click on "Apply" and follow the instructions for the online application at www.universityadmissions.se, the Swedish national application website. Rank the chosen programmes in order of preference.
 - 2. Submit your supporting documents:** Check what documents you need to submit (i.e. official transcripts, degree diploma/proof of expected graduation, translations, proof of English, passport) and how you need to submit them at www.universityadmissions.se.
 - **Programme-specific supporting documents:** When applying for the Master's in Applied Cultural Analysis, you must also submit a statement of purpose, a CV and an English writing sample (which should be an excerpt of max. 3 pages from your Bachelor's thesis or another academic text in English). The statement of purpose should focus upon why you want to study Applied Cultural Analysis at Lund University. Present yourself and motivate your choice of programme. How is MACA relevant to your future plans and where do you see yourself in 5 or 10 years? Describe how the programme relates to your previous studies, work experiences and/or your interests. The statement should be 1–2 pages long and written in Times New Roman, 12 pt, with 1.5 line spacing.
- 3. Pay the application fee (when applicable).**

Selection criteria/additional info

Selection is made based on academic qualifications and the statement of purpose.

Tuition fees

Tuition fee SEK 125 000 per year for non-EU/EEA citizens. No fee for EU/EEA citizens See www.lunduniversity.lu.se for details on tuition fees.

ABOUT THE DEPARTMENT OF ARTS AND CULTURAL SCIENCES

The Department of Arts and Cultural Sciences is a strong humanities environment. Here, students and researchers are offered inspiring opportunities to combine a number of different subjects and cooperate across different disciplines. The department aims to contribute to dynamic theoretical and subject development within the field of cultural sciences through its research and broad selection of courses and programmes. An important part of the department's work is to promote humanities perspectives and the study of culture and all its various expressions and interpretations.

ABOUT LUND UNIVERSITY

Lund University was founded in 1666 and is repeatedly ranked among the world's top universities. The University has around 45 000 students and more than 8 000 staff based in Lund, Helsingborg and Malmö. We are united in our efforts to understand, explain and improve our world and the human condition.

CONTACT

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www.lunduniversity.lu.se/applied-cultural-analysis

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