

MASTER VISUAL CULTURE

WS 2018/2019

Alpen-Adria-Universität Klagenfurt (AAU) is pleased to offer the new Master's degree programme *Visual Culture*, starting in the winter semester of 2018/2019.

STUDY OBJECTIVES

The aim of the Master's degree programme is to strengthen critical reflection concerning the potency of images or the visual in today's society. For this purpose, visual arts and visual popular culture are examined in intermedial contemplation and critically discussed. Students in the Master's programme develop a wide range of theoretical, methodological and practical analysis and evaluation skills. These, in turn, empower students to analyse visual media in an interdisciplinary way and to locate them and their reception in the context of rapidly changing media and transcultural processes.

KEY AREAS OF THEMATIC FOCUS

Documentary and fictional design practices, staged public forums and transcultural mediation work represent the thematic core of the programme. In addition to receiving theoretical input, students are also taught practical skills.

OCCUPATIONAL PROFILES

Graduates from the Master's degree programme *Visual Culture* are ideally qualified for professional activities in the following occupational fields: arts and culture, cultural management, science and research, transcultural communication, press, art criticism and public relations, publishing and journalism, creative industries, and film and television.

Duration: 4 semesters

ECTS: 120

Academic Degree: Master of Arts

PREREQUISITES

Graduates from diverse Bachelor's degree programmes in Culture Studies, Humanities and the Social Sciences meet the prerequisites for enrolment. Graduates from Bachelor's degree programmes in the sphere of Arts or Cultural Practice (e.g., Architecture, Academic Painting, Stage Design, Film, etc.) are admitted subject to taking supplementary examinations worth no less than 12 ECTS credits.

There is no entrance examination for the Master's degree programme *Visual Culture*.

For further information about the Master's degree programme *Visual Culture* please visit:
www.aau.at/studien/master-visuelle-kultur/

Further information about the AAU's research cluster *Visual Culture* is available at: www.aau.at/en/research/research-profile/main-research-areas/visual-culture/

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