

## Programme Specification

### I. Programme Details

<b>Programme title</b>	Anthropology of Media Anthropology of Media & Intensive Language (any available)
<b>Final award</b> ( <i>exit awards will be made as outlined in the <a href="#">Taught Degree Regulations</a></i> )	BA <input type="checkbox"/> MA <input checked="" type="checkbox"/> BSc <input type="checkbox"/> MSc <input type="checkbox"/> Other ... <input type="checkbox"/>
<b>Mode of delivery</b>	Distance-learning <input type="checkbox"/> On-campus <input checked="" type="checkbox"/>
<b>Professional body accreditation</b> ( <i>if applicable</i> )	n/a
<b>Academic year this specification was created</b>	2016/17
<b>Dates of any subsequent amendments</b>	

### II. Programme Aims: What will the programme allow you to achieve?

<p>Students taking the Anthropology of Media MA will be expected to achieve:</p> <ol style="list-style-type: none"> <li>1. a detailed introduction to the study of media in Asia, Africa, the Middle East and their diasporas;</li> <li>2. theoretical and methodological approaches taken from Anthropology to build upon and challenge Euro-American media and cultural studies;</li> <li>3. ethnographic approaches to media as cultural practices in social and political contexts where people inhabit, create and engage with media worlds;</li> <li>4. an alternative approach, which puts the emphasis upon studying the multiple relationships between people and media and thus seeks to anthropologise media and cultural studies. More than just focussing on media texts or technology, Anthropology of Media is marked by the centrality of people and how they relate to media.</li> </ol>
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### III. Programme Learning Outcomes: What will you learn on the programme?

There are four key areas in which you will develop:

<b>Learning Outcomes: Knowledge</b>	
<ol style="list-style-type: none"> <li>1. Students will be expected to grasp the key debates in media and cultural studies as well as anthropology of media with a clear understanding of the productive and creative tensions existing between these disciplines.</li> <li>2. To acquire the ability to reflect in a critical and informed manner on media practices in western and non-western contexts with reference to ethnographic examples; and to acquire</li> <li>3. a critical understanding of the relationship between ethnography and theory in the construction of anthropological knowledge about media.</li> </ol>	
<b>Typical Teaching Methods</b>	<b>Typical Assessment Methods</b>
<ul style="list-style-type: none"> <li>• Through attendance in all classes, independent and group study, and class preparation.</li> <li>• In some courses through non-assessed as well as assessed coursework.</li> <li>• Through in course lectures/ seminars and through coursework.</li> </ul>	<ul style="list-style-type: none"> <li>• Through a combination of unseen examinations, long essays, book reviews, written course work and dissertation as required for the MA programme.</li> </ul>

<b>Learning Outcomes: Intellectual (thinking) skills</b>	
<ol style="list-style-type: none"> <li>1. Students will learn to become precise and cautious in their assessment of evidence, and to understand through practice what media and documents can and cannot tell us.</li> <li>2. Students will learn to question interpretations, however authoritative, and reassess evidence for themselves. They should be able to design a research project, set a timetable, understand the principles of fieldwork, and consider questions of ethics.</li> <li>3. Students will learn to read each other's work for both its strengths and weaknesses, develop their skills as public speakers, learn how to compose short abstracts of their project (for funding), be able to think critically and yet be open to being critiqued themselves</li> </ol>	
<b>Typical Teaching Methods</b>	<b>Typical Assessment Methods</b>
<ul style="list-style-type: none"> <li>• Through courses which introduce information and ideas that need to be assessed critically and analysed in context. Students are encouraged not simply to summarise evidence and arguments but also develop their own assessments as to the relative value of different strategies/ arguments/ evidence.</li> <li>• Through independent dissertation and course work which entail selecting, designing and refining topics [with advice and assistance from tutors] and elaborating precise research questions/hypotheses.</li> </ul> <p>Through the structure and content of courses of an interdisciplinary nature.</p>	<ul style="list-style-type: none"> <li>• Through unseen examinations. Long essays, course work and dissertation may also be used/ required</li> </ul>

<b>Learning Outcomes: Subject-based practical skills</b>	
<ol style="list-style-type: none"> <li>1. Communicate effectively in writing, in academic English</li> <li>2. Retrieve, sift and select information from a variety of sources including print and other forms of mass media</li> <li>3. Listen to and discuss ideas introduced during seminars.</li> <li>4. Students with no knowledge of media technologies will have the opportunity to learn photographic and film making techniques through the Media unit.</li> <li>5. Practice research techniques in a variety of specialized research libraries and institutes.</li> <li>6. Be prepared to do fieldwork for an anthropology PhD.</li> </ol>	
<b>Typical Teaching Methods</b>	<b>Typical Assessment Methods</b>

<ul style="list-style-type: none"> <li>• Through the writing of long essays and dissertations.</li> <li>• Through regular seminar presentations.</li> <li>• Through seminar discussion.</li> <li>• Through independent work for essays/ dissertations.</li> <li>• Through independent work, departmental dissertation guidance notes and meetings, and meetings with supervisor.</li> <li>• Through required regular readings for weekly seminar discussions.</li> </ul> <p>Through attending Ethnographic Research Methods Assessment</p>	<ul style="list-style-type: none"> <li>• Through unseen examinations. Long essays, course work and dissertation may also be used/required.</li> </ul>
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<b>Learning Outcomes: Transferrable skills</b>	
<p>Students will be expected to learn to</p> <ol style="list-style-type: none"> <li>1. Plan, organise and write masters' level essays and dissertations.</li> <li>2. Structure and communicate ideas effectively both orally and in writing.</li> <li>3. Understand unconventional ideas.</li> <li>4. Present (non-assessed) material orally.</li> <li>5. Function as a student and researcher in a radically different environment.</li> <li>6. Be able to apply for funding to do a PhD.</li> <li>7. Be prepared to enter an anthropology PhD programme.</li> </ol>	
<b>Typical Teaching Methods</b>	<b>Typical Assessment Methods</b>
<ul style="list-style-type: none"> <li>• Through preparation for seminars, writing of long essays and other course work, dissertation and examinations.</li> <li>• Through individual and /or joint seminar presentations and class participation.</li> <li>• Through preparation for seminars, through discussion in seminars, through correction of course work by tutors and through preparation of answers to exam questions.</li> <li>• Through the formation of study groups.</li> </ul> <p>Through attending Ethnographic Research Methods</p>	<ul style="list-style-type: none"> <li>• Through unseen examinations. Long essays, course work and dissertations may also be used/ required.</li> </ul>

<b>General statement on contact hours – postgraduate programmes</b>
<p>Masters programmes (with the exception of two-year full-time MAs) consist of 180 credits, made up of taught modules of 30 or 15 credits, taught over 10 or 20 weeks, and a dissertation of 60 credits. The programme structure shows which modules are compulsory and which optional.</p> <p>As a rough guide, 1 credit equals approximately 10 hours of work. Most of this will be independent study (see <a href="https://www.soas.ac.uk/admissions/ug/teaching/">https://www.soas.ac.uk/admissions/ug/teaching/</a>) such as reading and research, preparing coursework, revising for examinations and so on. Also included is</p>

class time, for example lectures, seminars and other classes. Some subjects may have more class time than others – a typical example of this are language acquisition modules. At SOAS, most postgraduate modules have a one-hour lecture and a one-hour seminar every week, but this does vary. More information can be found on individual module pages.

**MA Anthropology of Media**

	<b>Dissertation</b>
credits	60
module code	15PANC999
module title	Dissertation in Anthropology & Sociology
status	compulsory module

**For students WITHOUT previous Anthropology degree:**

	<b>Taught Component</b>		<b>Taught Component</b>		<b>Taught Component</b>		<b>Taught Component</b>
credits	30		0		30		60
module code	15PANC009		15PANH002		15PANC008		
module title	Comparative Media Studies	+	Ethnographic Research Methods	+	Theoretical Approaches to Social Anthropology	+	Anthropology & Sociology options or relevant options from other department or language option
status	core module		compulsory module		compulsory module		guided option*

**For students WITH previous Anthropology degree:**

	<b>Taught Component</b>		<b>Taught Component</b>		<b>Taught Component</b>		<b>Taught Component</b>
credits	30		0		30		60
module code	15PANC009		15PANH002				
module title	Comparative Media Studies	+	Ethnographic Research Methods	+	Anthropology & Sociology options	+	Anthropology & Sociology options or relevant options from other department or language option
status	core module		compulsory module		guided option*		guided option*

**\*List of modules (subject to availability)**

Code	Title	Credits
<b>Anthropology and Sociology</b>		
15PANH009	African and Asian Cultures in Britain	15
15PANH010	African and Asian Diasporas in the Modern World	15
15PANH053	Anthropological approaches to agriculture, food and nutrition	15
15PANH058	Anthropology of Human Rights (PG)	15
15PANH061	Anthropology of Globalisation (PG)	15
15PANH056	Anthropology of Law	15
15PANH062	Culture and Society of China	15
15PANH063	Culture and Society of East Africa	15
15PANH065	Culture and Society of Japan	15
15PANH064	Culture and Society of South Asia	15
15PANH066	Culture and Society of South East Asia	15
15PANH067	Culture and Society of Near and Middle East	15
15PANH068	Culture and Society of West Africa	15
15PANH002	Ethnographic Research Methods	15
15PANH032	Issues in Mind, Culture and Psychiatry	15
15PANH022	Issues in Anthropology and Film	15
15PANH024	Issues in the Anthropology of Gender	15
15PANH050	Media Production Skills	15
15PANH055	Religions on the move: New Currents and Emerging Trends in Global Religion	15
15PANC008	Theoretical Approaches to Social Anthropology	30
15PANH027	Therapy and Culture	15
15PANH059	Tourism and Travel: A Global Perspective	15
<b>Africa</b>		
15PAFH007	Aspects of African film and video 2	15
<b>Centre for Media Studies</b>		
15PMSH022	Digital traditional broadcasting communication	15
15PMSH009	International Political Communication	15
15PMSH003	Mediated Culture in the Middle East: Politics and Communications	15
15PMSH025	Sound Recording and Production	15
15PMSH006	Theoretical Approaches to International Journalisms	15
15PMSH004	Transnational Communities and Diasporic Media: Networking, Connectivity, Identity	15
<b>China and Inner Asia</b>		
15PCHH001	Modern Chinese Film and Theatre (MA)	15
15PCHH002	Modern Film from Taiwan and the Chinese Diaspora	15
<b>Development Studies</b>		
15PDSH010	Gender and Development	15
<b>History of Art and Archaeology</b>		
15PARH043	Asia and Africa On Display: Objects, Exhibitions and Transculturism	15
15PARH042	Diaspora Contexts and Visual Culture	15
<b>Japan and Korea</b>		
15PJKH008	Japanese Post-War Film Genres and the Avant-Garde	15
15PJKH007	Japanese Transnational Cinema: From Kurosawa to Asia Extreme and Studio Ghibli	15
15PJKC006	Japanese Television since 1953	30
<b>Near and Middle East</b>		
15PNMC230	Film and Society in the Middle East	30
<b>South Asia</b>		
15PSAH001	Indian Cinema: Its History and Social Context	15
15PSAH002	Indian Cinema: Key Issues	15
<b>South East Asia</b>		
15PSEH011	Genders and Sexualities in South East Asian Film	15
15PSEH008	Post-crisis Thai Cinema (1997-2007)	15
15PSEH010	(Post) Colonialism and Otherness in South East Asia on Screen	15

**Language modules:**

<http://www.soas.ac.uk/languagecultures/courses/>