



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
- Lund Campus
- Application deadline: January 2021
- Programme start: August 2021

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), 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.



“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





English Level 6 (equivalent to IELTS 6.5, TOEFL 90). See www.lunduniversity.lu.se for details on English proficiency levels.

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 the Swedish national application website www.universityadmissions.se. Rank the chosen programmes in order of preference.

2. Submit your supporting documents:

- **General 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

There are no tuition fees for EU/EEA citizens. For non-EU/EEA citizens, the tuition fee for this programme is SEK 110 000 per year. See www.lunduniversity.lu.se for details on tuition fees.

CONTACT

Programme webpage

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

Programme Coordinator

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Academic Advisor

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About Lund University

Lund University was founded in 1666 and is repeatedly ranked among the world's top 100 universities. The University has 40 000 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.

Lund is the most popular study location in Sweden. The University offers one of the broadest ranges of degree programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. Because of its wide disciplinary range, interdisciplinary collaborations and engagement with wider society, Lund University is particularly well equipped to meet complex societal challenges. With partner universities in around 70 countries, the University's profile is distinctly international.

Lund University has an annual turnover of more than EUR 830 million, of which two-thirds go to research in our nine faculties, enabling us to offer one of the strongest and broadest ranges of research in Scandinavia.

The establishment of the world-leading facilities MAX IV and ESS will have a major impact on future scientific and industrial development in both materials science and life science. MAX IV is the leading synchrotron radiation facility in the world, while the European research facility ESS will be the world's most powerful neutron source when it opens for research in 2023. Adjacent to these facilities, Science Village Scandinavia is also being developed into a meeting place and testing environment for research, education and entrepreneurship.

Learn more at www.lunduniversity.lu.se

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