



**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 2020
- Programme start: August 2020

## 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), Theoretical Traditions in Humanities and Social Sciences (7.5), Strategies for Composing Cultural Analysis (15), Strategies for Cultural Analysis (15), Fieldwork and Project Management (15), Specialisation (15), Understanding Organisations and Communication through Work Placement (15), Master's thesis (30).

## Career prospects

As an applied cultural analyst with the ability to help businesses develop their products and services, you can work in connection with the development of human resources and diversity management, on projects focused on marketing, branding and destination development issues, with NGOs on projects focusing on environmental issues, human rights and community development, in public services and much more. During the programme, you will collaborate with several 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 (equivalent to IELTS 6.5, TOEFL 90). See [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se) for details on English proficiency levels.



“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](http://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](http://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](http://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](http://www.lunduniversity.lu.se) for details on tuition fees.

## CONTACT

### Programme webpage

[www.lunduniversity.lu.se/applied-cultural-analysis](http://www.lunduniversity.lu.se/applied-cultural-analysis)

### Programme Coordinator

Charlotte Hagström, [charlotte.hagstrom@kultur.lu.se](mailto:charlotte.hagstrom@kultur.lu.se)

### Academic Advisor

Anna Burststedt, [anna.burststedt@kultur.lu.se](mailto:anna.burststedt@kultur.lu.se)

## 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 7 600 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. Lund University offers one of the broadest ranges of programmes and courses in Scandinavia, based on cross-disciplinary and cutting-edge research. The University has a distinct international profile, with partner universities in around 70 countries.

Lund University has an annual turnover of SEK 8.5 billion, more than half of which is destined for research. Our eight faculties conduct strong research in many different areas, including over thirty research fields in which we are world-leading. Many scientific breakthroughs and pioneering innovations have originated from Lund University.

The world-leading research facilities MAX IV and ESS which are being established in Lund will be of great significance for research and industrial development within materials and life sciences. MAX IV is the world's foremost synchrotron radiation facility and the ESS will be the most powerful neutron source in the world once it opens for research in 2023. Science Village Scandinavia is developing nearby and is destined to become a meeting place and a test environment for research, education and entrepreneurship.

Learn more at [www.lunduniversity.lu.se](http://www.lunduniversity.lu.se)

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