

MA in Cultural Production

An international and transdisciplinary Master Programme

The art and cultural sectors are currently subjected to challenging processes of change. In the face of advancing globalisation, the divisions between high- and popular culture are increasingly blurred: new media develops further, and economic, legal and political conditions vary internationally. New forms of work mirror these changes, as transdisciplinary engagement across regional and national borders shape everyday work patterns. These factors point to new demands for professional qualifications. More than ever, a working knowledge of cultural studies, artistic practice, project management, and cultural economy are called for in the realisation of sustainable cultural projects. The MA in Cultural Production responds to such challenges. Focussing on the interconnections between cultural sector achievements and political, media, economic and social processes, this university programme balances innovative cultural theory with practice-oriented methods.



The MA in Cultural Production recognises cultural developments as a central force in innovative social change and seeks to break open exclusive dichotomies between high- and popular culture. Looking at the field of culture as an artistic form of expression, a daily practice and as a site for new media production, this programme analyses cultural production within its contextual embedding. This approach encompasses a variety of artistic disciplines (including fine art, theatre, music, dance and public art) and everyday cultural and media productions (such as alternative media, Web 2.0 and culture jamming). In this process, participants' individual projects are constantly developed and implemented in their contextual complexity. Through critical reflection, participants' understanding of innovative and approaches to cultural production and organisation will be sharpened. Cluster topics in relation to **Space & Location**, **Vision & Change** and **Networks & Decentralisation** allow for specialisation in one of the central fields of cultural production.



Length and Degree MA in Cultural Production spans five semesters and requires both a work placement and written thesis. The programme is organised by the Centre for Inter-University Cooperation in the Arts and Humanities: a collaboration between the University of Salzburg and the University Mozarteum. The course is taught in English and directed by the Department of Communication.

Structure and Curriculum

The transdisciplinary curriculum is laid out at the intersections of art practice, cultural and communication studies, and a social science approach to economy. As a postgraduate and extra-occupational part-time programme (with blocked sessions) the MA comprises five semesters, of which each corresponds to a module:

Module 1: Art, culture and communication Key theoretical and practical understandings in cultural, communications and media theories within a cultural studies framework are acquired, with an emphasis on the intersections and cross connections between aesthetics, art, society and cultural production.

Module 2: Cultural economy, politics and law At the centre of this module stands cultural production in the context of its economic, political and legal conditions at local, regional, national and EU level. By means of concrete case studies the influences on economy, politics and law in the production of art, culture and media will be discussed and connected to theoretical concepts.

Module 3: Cultural management processes In breaking down the boundaries between cultural production and management organisational and communication theories, this module presents a process-oriented management approach. Contemporary strategies and methods in the areas of fundraising and sponsoring, audience development and marketing, mediation of art and culture, as well as a cooperative project management, will be practically learned, reflected on and implemented.

Module 4: Topical focus According to individual interests, expertise can be gained in three topical clusters and implemented in a three-week work placement at a national (with a focus on institutions in Salzburg) or in an international organisation:

- **Space & Location** considers cultural productions as interventions in institutional and public spaces, as initiatives for the development of virtual, communicative and social (in-between) spaces, as well as context-specific spaces of identity.
- **Vision & Chance** investigates the role of cultural production in the processes of social and cultural change as well as in the development of (social) visions. Current expressions of daily interventions such as culture jamming, cultural hacking or subvertising— which reflect and deconstruct the connections between art and economy, (new) media, politics and activism— open up questions about cultural styles, participation, active citizenship and (social) paradigm changes.
- **Networks & Decentralisation** examines the role of decentralised, transnational and transcultural networks in the construction of a global society along the positioning of subjects and the creation of imagined communities. It problematizes the far-reaching shifts in power in relation to (new) media (Web 2.0, social networks) and the cultural industry.

Module 5: Research semester Supported by a personal tutor and with supervision from experts, individuals author and present a Master thesis. The degree is completed by a MA defence and exam in front of a commission.

Structure Group seminars are supported by an e-learning and communication platform. The first three semesters comprise three blocked sessions (each 8-9 days) which are combined with online conferences, virtual learning materials, a blog and guest lectures. Lectures will be reduced in the fourth semester to accommodate a three-week work placement. The fifth semester is devoted to completing the Masters thesis. A **practice-oriented mediation of**



knowledge is applied throughout the course. Each module sees learning directly transferred to individual's cultural projects. The course features a range of formats and expertise, including international and guest lecturers, field trips to art and cultural institutions, smaller workshops with international cultural producers, virtual platforms and online materials.

**Centre for Inter-University
Cooperation in the Arts and
Humanities**

Paris Lodron Universität
in cooperation with Universität
Mozarteum Salzburg

Qualification profile

The potential of cultural production in building visions and interventions in the context of society, economy, media and politics presupposes a complex understanding of cultural conditions and connections. The aim and content of this MA programme in Cultural Production is to consciously shape and control the process in which cultural products develop and are realised on the basis of a critical engagement with contemporary cultural production. Contextual interconnections, effects and potentials of change will be analysed and new ways of conception researched. This programme is designed to incorporate the key qualifications which are required by cultural producers in the constantly changing art and cultural sector.

What you bring...

- Engagement and enthusiasm for art and culture
- Motivation to gain an extensive understanding about contextual processes of development and sustainable methods
- Interest in learning practice-oriented, analytical and complex skills for the conception and implementation of cultural productions and projects
- University degree (at least Bakkalaureat)
- Some experience in the field of cultural production and organisation

What you can expect...

- A compact and international postgraduate professional education, which responds to complex demands in the art and cultural sector
- Current knowledge in theory and practice about the economic, political and legal connections in art, culture, society, media
- Methodical and professional guidance to develop your own cultural productions/projects
- Application- and practice-oriented learning methods with an emphasis on new media
- A study location which is shaped by high cultural diversity, international reputation and an open and friendly atmosphere

What you learn...

- To use new media as a central tool in cultural production
- To integrate ideas and approaches from current research into the development of cultural projects
- To learn efficient project management which considers cultural specificities
- To generate publicly effective transparency and mediation of artistic practice
- To find your way in the legal, political and economic conditions
- To introduce possible social effects into cultural productions as a central part of your

The field of activity of cultural producers stretches from leading tasks in cultural and art institutions to project-related initiation and formation of cultural productions. The development of new forms of work and initiatives of individual cultural productions are centrally tied to the profession of cultural producers.

Costs The programme costs €2500 per term, each term paid in advance. Support is offered through travel subsidies, reduced accommodation costs and scholarships.

Registration and additional information See www.w-k.sbg.ac.at/ma-cp (as of december 2009), Contact: Siglinde Lang – siglinde.lang@sbg.ac.at - 0043 – 664 - 8525475

