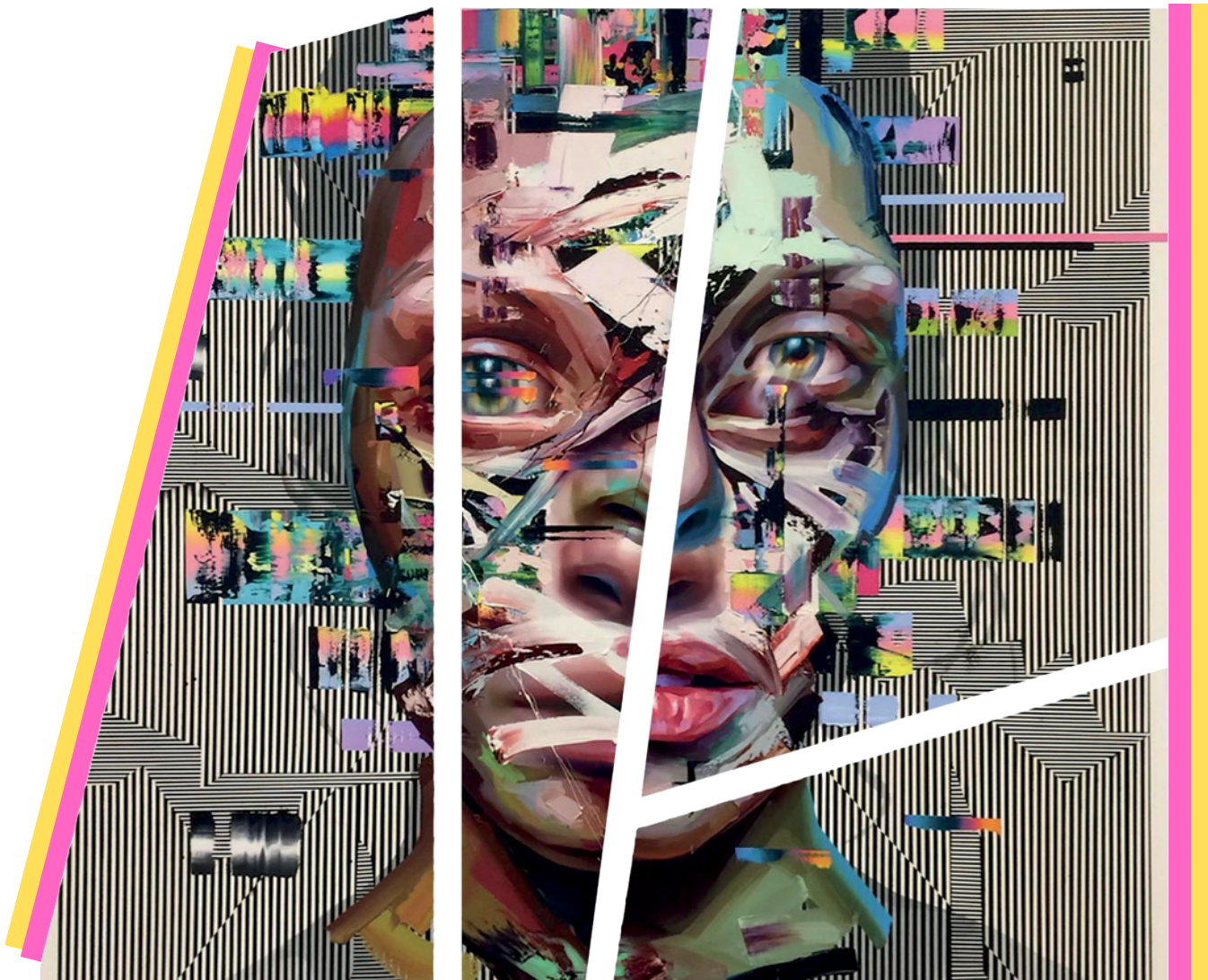UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

MA DIGITAL CULTURE & MEDIA
PHD DIGITAL CULTURE & MEDIA

DIGITAL CULTURE AND MEDIA STUDIES is a research orientated postgraduate programme that provides students with the opportunity to critically engage with dominant trends within digital media and screen culture, either on a masters or doctoral level.

SCHOOL OF THE ARTS
UNIVERSITY OF PRETORIA
FACULTY OF HUMANITIES

DIGITAL CULTURE & MEDIA AT A GLANCE

As we are immersed in the effects and affects of new media technologies it becomes critically important to ask questions about **what it means to be human in a digital age**. It is crucial to reflect on the **social, political and cultural contexts** that shape humanity in this age, where our lives seamlessly entwine with technology. On a theoretical level, Digital Culture & Media draws from the ideas and discourses rooted in the disciplines of **Digital Art History, Visual Cultural Studies, Image Studies, Communication and Media Studies, Digital Arts and Humanities**. In combining disciplines, ideas, critical theory and philosophy we aim to explore, analyse and contemplate contemporary society.

WHAT DOES THE PROGRAMME ENTAIL?

MA (DIGITAL CULTURE & MEDIA)

- Two years of study
- Conduct independent research with the guidance of a supervisor(s)
- Free to choose your own area of research within the field of Digital Culture & Media
- Conduct and in depth independent research study
- Required to submit a research proposal within the first year of study on your proposed topic for approval
- Required to submit a final dissertation on your approved topic
- Required to submit one research article for review to an academic journal of your choice
- Some dissertations may be accompanied by a digital output or digital humanities project
- The opportunity to consult and work with local leaders in the field of digital culture while enjoying the chance to be exposed to international scholars and forums, via online workshops and seminars

PhD (DIGITAL CULTURE & MEDIA)

- Three years of study
- Conduct independent research with the guidance of a supervisor(s)
- Conduct and in depth independent research study of the topic of your choice that makes an original contribution to the field
- Required to submit a research proposal
- Required to submit a final thesis on your approved topic
- Required to publish one academic journal article
- Some dissertations may be accompanied by a digital output or digital humanities project
- The opportunity to consult and work with local leaders in the field of digital culture while enjoying the chance to be exposed to international scholars and forums, via online workshops and seminars

ADMISSION REQUIREMENTS

- **AN APPROPRIATE BA(HONS) DEGREE OR BA DEGREE WITH FOUR YEARS OF REQUIRED STUDY** IN SUBJECTS SUCH AS COMMUNICATION, MEDIA, FILM, JOURNALISM, CULTURAL STUDIES, POPULAR CULTURE, NEW MEDIA, VISUAL CULTURE, PUBLISHING OR MULTIMEDIA.
- **YOU MUST HAVE OBTAINED AT LEAST 70% IN YOUR PREVIOUS DEGREE TO BE ADMITTED.**

- **AN APPROPRIATE MASTERS DEGREE**
- **YOU MUST HAVE OBTAINED AT LEAST 70% IN YOUR MASTERS DEGREE TO BE ADMITTED.**

Interested? How to apply:

Step 1

- Send the following to the Programme Coordinators at **digitup@gmail.com**:
- **For MA:**
  - A copy of your research essay of your Honours or Fourth Year degree
  - Academic transcripts of your previous qualifications
  - A statement of intent including: a potential research topic and research questions; a good understanding of existing research in the field; seminal sources and theories you wish to use in your study; the gap that your research aims to address.
- **For PhD:**
  - A copy of research conducted for your MA degree
  - Academic transcripts of your previous qualifications
  - A statement of intent including: a potential research topic and research questions; a good understanding of existing research in the field; seminal sources and theories you wish to use in your study; the gap that your research aims to address.

Step 2

- Complete your UP online application by going to **https://www.up.ac.za/online-application**
- You'll need the following documents to apply:
  - Certified copy of your ID
  - A certified academic record (in pdf format)

Note:
Applications for 2022 have closed. We will start accepting applications for 2023 after 30 June 2022.

BURSARY INFORMATION

The University of Pretoria offers a variety of excellent bursaries for post- graduate students. To find out more about them, please consult the University of Pretoria bursary office at (012) 420-2846 or **https://www.up.ac.za/postgraduate-support**

CONTACT

- **General enquiries:**
  digitup@gmail.com
- **Programme coordinator:**
  Prof Amanda du Preez
  amanda.dupreez@up.ac.za
- **Assistant coordinators:**
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POTENTIAL RESEARCH TOPICS

- **hashtag activism**
- **counter-surveillance**
- **critical digital humanities**
- **data fetishism**
- **big data/small data**
- **memes and virality**
- **nonhumanism**
- **platform societies**
- **network individuality**
- **bio-hacking**
- **afro-futurism**
- **digital fabrication**
- **virtual reality**
- **human-technology encounters**
- **online content**