



Course and Examination Fact Sheet: Spring Semester 2025

8,645: Kreativität/Creativity: Visual Ethnography and Participatory Social Research

ECTS credits: 3

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Individual work individual grade (50%)

Examination time: Term time

decentral - Audiovisual work, Digital, Group work group grade (50%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[8,645,1.00 Kreativität/Creativity: Visual Ethnography and Participatory Social Research](#) -- English -- [Kleiningner-Wanik Clara](#) , [Gaibulina Karina](#)

Course information

Course prerequisites

None. Previous experience with film is not required.

Learning objectives

During the course, students will:

- become familiar with the basic concepts of anthropology, visual anthropology, cultural diversity, and relations between society and the individual.
- learn to conceptualise and operationalise concepts, formulate research questions/hypotheses, select research methods, collect empirical and interpret data, and develop and present visual results.
- learn how to operate equipment such as cameras, sound recorders, and editing software.
- reflect on ethical issues related to visual research.

Course content

In today's trans-cultural hypermedia reality, we are surrounded every day by an abundance of audiovisual materials of various types in terms of quality, content and form. Therefore, the need for media literacy and an active and conscious attitude toward it is becoming increasingly urgent. Thus, the question arises: How can visual ethnography and (audio)visual research contribute to the extensive debate on (re)presentation of different cultures and cultural differences in contemporary media and their role in shaping our perception of the (global) world? A practical (audio)visual, multimodal approach turns out to be one of the fruitful ways not only to study selected issues but also to provide the opportunity to reflect on the used methods themselves, which is a direct component of the final theoretical and visual product. This interdisciplinary course, by bridging the theory of visual media, seen from the point of view of cultural anthropology and the practical side, will allow students to test the potential and limitations of both theoretical tools and their practical applications.

Course structure and indications of the learning and teaching design

First step: Each participant should complete a survey (available on StudyNet) and send it to the lecturers before the start of the course.



Day 1: Introduction to anthropological theory, different styles of ethnographic films, methodological approaches in data collection;

Day 2: Introduction to working with the camera and sound equipment;

Day 3: Presentations by each group of selected materials, explaining the main goals of the project and short revision of treatment;

Day 4: Final screening of the projects with Q&A for each group.

Contextual Studies are considered part of **Contact Learning**; thus, taking part properly implies **regular attendance**. It is the students' own responsibility to ensure that there is **no timetable clash** between the courses they have chosen. A detailed course outline and all relevant documents will be made available on **StudyNet**. Only the current timetable as published on **Courses** does apply.

Course literature

Appadurai, A. (1996). Modernity at large: Cultural dimensions of globalization (Vol. 1). U of Minnesota Press. pp.27-47.
Barbash, I., Castaing-Taylor, L., & Taylor, L. (1997). Cross-cultural filmmaking: A handbook for making documentary and ethnographic films and videos. Univ of California Press. (chapter 1)
Barndt, Deborah - Zooming out zooming in visualizing globalization (1997), Visual Sociology vol. 12 iss. 2
Eriksen, T. H. (2015). Small places, large issues: An introduction to social and cultural anthropology. PLUTO press. Intro.
Minh-Ha, T. T. (1990). Documentary is/not a name. October, 52, 77-98.
Pink, S. (2006) Doing Visual Ethnography. Images, Media and Representation in Research. SAGE (chapter 2)
Marshall McLuhan (1962), The Gutenberg Galaxy. Toronto. pp. 31-32

Compulsory and supplementary reading material will be made available online on StudyNet.

Additional course information

Karina Gaibulina holds a PhD from the University of St. Gallen in Switzerland. Her main interests oscillate around postcolonial studies, the theory of orality and literacy, writing practices, and personal documents.

Clara Kleininger-Wanik holds an MA in Visual Anthropology from the University of Manchester, UK. Clara teaches documentary film and anthropology at the University of Opole, Poland and is currently a PhD candidate in Film by Practice at the University of Exeter (UK).

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination modalities

| | |
|------------------------------|----------------------------------|
| Examination type | Written work |
| Responsible for organisation | decentral |
| Examination form | Written work |
| Examination mode | Digital |
| Time of examination | Term time |
| Examination execution | Asynchronous |
| Examination location | Off Campus |
| Grading type | Individual work individual grade |
| Weighting | 50% |
| Duration | -- |

Examination languages

Question language: English

Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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2. Examination sub part (2/2)

Examination modalities

| | |
|------------------------------|------------------------|
| Examination type | Audiovisual work |
| Responsible for organisation | decentral |
| Examination form | Practical test |
| Examination mode | Digital |
| Time of examination | Term time |
| Examination execution | Asynchronous |
| Examination location | Off Campus |
| Grading type | Group work group grade |
| Weighting | 50% |
| Duration | -- |

Examination languages

Question language: English

Answer language: English

Remark

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Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Examination content

1. Audiovisual group project (50%, group grade)

Students will work on a joint film project in small groups, which includes choosing a topic, shooting and editing audiovisual materials. The films will be screened **on the last day on campus**, followed by a discussion.

2. Individual paper (50%, individual grade)

On the basis of a personal field journal that records the steps and progress of the project, students will write an essay of min. 12000 characters of length, incl. spaces, (max. +10%).

Examination relevant literature

See course literature.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 13 (Monday, 25 March 2025) are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 23 January 2025);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 17 March 2025);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 14 (Monday, 31 March 2025);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 15 (Monday, 07 April 2025).