

COURSE INFORMATION SHEET

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| University: Catholic University in Ružomberok | |
| Faculty: Faculty of Arts and Letters | |
| Course code: KA/Aj-B006B/22 | Course title: Visual Culture |
| Type and range of planned learning activities and teaching methods: Form of instruction: Seminar Recommended study range: hours weekly: 2 hours per semester: 26 Teaching method: on-site | |
| Credits: 6 | Working load: 150 hours |
| Recommended semester/trimester: 1. | |
| Level of study: I. | |
| Prerequisites: | |
| Requirements for passing the course: Participation in group discussions (20%); oral presentation (30%); project portfolio OR 3 response papers (50%) | |
| Learning outcomes of the course: Knowledge outcomes: This course offers an introduction to the study of the inter-disciplinary field of visual culture. The course offers a hands-on approach to the history of visual representation in primarily in an Anglo-American context, and in relation to literature and adjacent forms of textuality. A range of visual cultural concepts, trends, frameworks are examined, discussed, and critiqued via a systematic analysis of realia; the course offers a systematic overview of pertaining concepts and theoretical frameworks. Skills outcomes: the course enables students to critically reflect upon the political, economic and ethical dimensions of visual representations across forms, genres and media, and their consequences in the shaping and understanding of contemporary society. Students will also <ul style="list-style-type: none"> - develop a responsive and critical attitude towards phenomena in popular visual media - develop strategies of critical engagement with cultural phenomena - use theoretical concepts productively - produce independently researched academic essays - understand the key questions about the study of popular visual media Competences: By the end of the course, students will be able to identify the underlying debates about images and forms of visualization. They will have developed a visual literacy and an image competence that will enable them to negotiate the ways visibility informs our experience of our environment, and how concepts like race, gender, otherness, power, and technology are themselves visualized. Students will also be able to articulate their own critical stances regarding the practices of observation, surveillance and visual pleasure, where the production, distribution and consumption of images plays a crucial part. | |

These competences translate into a range of future applications across the creative industries, education, cultural policy, the media industries and the private sector, curatorial and archival work, journalism with special emphasis on cultural legacy and exchange.

Assessment:

100 course points total

Participation in group discussions: 20 points (20%); oral presentation: 30 points (30%); project portfolio OR 3 response papers: 50 points (50%)

Course contents:

Starting out from the concept of the ‘pictorial turn’, the purpose of the course is to revisit such conceptual problems as the picture/image relation, or the dichotomy of text and image, the phenomenology of perception, the problem of the gaze, or the techniques and technicalities that surround the creation and dissemination of images. Students will also become familiar with the historical, philosophical, artistic, and political discourses on the various forms of seeing.

Topics:

The course will investigate examples like social media, advertising, corporate website design, news media, telecommunication, where information, meaning, and entertainment is brought to the consumer through the interface of visual technology, and where the construction and dissemination of meanings have a strong visual component. Topics can be updated and selected according to the students’ background knowledge and needs.

Recommended or required literature:

W.J.T. Mitchell: Picture Theory. University of Chicago Press, 1995; W.J.T. Mitchell: What do Pictures Want? University of Chicago Press, 2006; Jonathan Crary: Techniques of the Observer. MIT Press, 1990; Anne Friedberg: The Virtual Window. MIT Press, 2006; Patrick and Kelly Fuery: Visual Cultures and Critical Theory. Arnold, 2003; Nicholas Mirzoeff: Introduction to Visual Culture. Routledge, 2009; Nicholas Mirzoeff (ed): Visual Culture Reader (2nd edition). Routledge, 2002; Nicholas Mirzoeff: The Right Look. A Counter-History of Visuality. Duke UP, 2011.

Language of instruction:

Notes:

Course evaluation:

Assessed students in total: 42

| A | B | C | D | E | FX |
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| 59.52 | 7.14 | 4.76 | 2.38 | 2.38 | 23.81 |

Name of lecturer(s): doc. Gabriella Reuss, M.A., PhD.

Last modification: 15.11.2022

Supervisor(s):

Person responsible for the delivery, development and quality of the study programme:
prof. Nóra Séllei, PhD., DrSc.