

MCF 233 Theories of Visual Culture (3 Credit Hours)

Course Objectives

1. This course will explore the variety of visual cultures and the theoretical insights related to cultural studies, art history, museum studies, media studies, performance studies, literary studies, and science studies. The course presents visual culture as a ubiquitous facet of modern life that perhaps more than any other component shapes and informs our understanding of self, society, and the world. The principle sites of inquiry traverse fashion, gaming, museum exhibitions, comics, and cinema amongst others.

Learning Outcomes:

2. After the completion of this course, the students should be able to;
- a. Develop a basic understanding of the parameters of visual studies
 - b. Be familiar with the theoretical frameworks for analyzing visual culture
 - c. Apply relevant texts to their practice

3. Course Contents:

- a. the myth of photographic truth
- b. the influence of ideology on representation
- c. how the spectator looks at images, the value of images
- d. Discourse & Power, the Gaze and the Other
- e. Visual Codes & Historical Meaning
- f. Visual Technologies, Motion and Sequence, Reproduction & the Digital Image
- g. how the convention of realism depends on technological developments
- h. the interconnection between popular culture and mass-media
- i. Consumer Societies: envy, desire and belonging
- j. Constructions of gender in visual culture
- k. Globalisation of visual culture, in terms of both multiculturalism and 'branding'
- l. the visualisation of fashion
- m. Semiotics and Symbolic interaction theory
- n. Representation theories (Art as imitation or mimesis)
- o. Functionalist theories, Utilitarian theories
- p. Art history and aesthetics

- q. Contemporary Media & Image Flows
- r. Commodity Culture & fetishism
- s. Postmodern Subject & identity
- t. The theatre of Science & the Digital Body
- u. Cultural Imperialism and Global Brands
- v. Methods of Analysis
- w. Theory of the performing Arts & New Media
- x. Fine Arts & the Culture of Modern Age

References:

1. Sturken, Marita & Lisa Cartwright. *Practices of Looking. An Introduction to Visual Culture*, Oxford University Press, 2001
2. Amelia Jones Ed. (2003). *The Feminism and Visual Culture Reader*. London, Routledge.
3. Sunhil Manghani, Arthur Piper, Jon Simon Eds. (2009). *Images: A Reader*. London, Sage.
4. Nicholas Mirzoeff (2009). *An Introduction to Visual Culture* (second edition). London, Routledge.
5. Nicholas Mirzoeff (2012). *The Visual Culture Reader* (second edition). London, Routledge.