

VISUAL CULTURE AND NEW MEDIA

Sharon Avital

Fall Semester

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Office Hours:

Short description:

Social Media has often been called the contemporary panopticon where everyone can see and be seen; where the use of visual imagery, spectacle and performance has become increasingly important and changed the relationship between audiences and texts.

This class will focus on the important aspect of the visual and its implications for cultural and civic life. We will explore the various ways through which images circulate on different platform and to different audiences, study issues of representation and personification in the public sphere; the growing importance of commodification; iconic photography and appropriation; semiotics and symbols; architecture, graffiti, online design, VR and nonhuman photography.

By the end of this course, students will:

- Better understand how images and their viewers make and communicate meaning.
- Understand how to study and decipher images for their textual meanings by applying rhetorical methods of interpretation.
- Appreciate different modes of responding to visuality, or the practices of seeing or looking.
- Understand the different roles images play in popular culture and how those roles change as the images move, circulate, become appropriated, and cross cultures.
- Understand how cultural influences determine the type of visual messages used and how they are interpreted

Assessment:

4 quizzes each one 19% of the grade

4 small assignments: 20%

Participation: 4%

Attendance:

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic conduct:

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.