

Academic Year: (2019 / 2020)

Review date: 18-04-2019

Department assigned to the subject: Humanities: Philosophy, Language, Literature Theory Department

Coordinating teacher: LABANDEIRA MORAN, SIBLEY ANNE

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

1. Knowledge and use of concepts on social communication and image culture.
2. Knowledge of philosophical interpretations of contemporary audio-visual communication.
3. Interpretation of audio-visual productions in light of said theories and of major cultural transitions.
4. Handling of analysis categories on forms of representation in mass culture.
5. Incorporation of theoretic tools to study the impact of mass media in our consciousness and sensibility.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Philosophy and audio-visual media. What is Philosophy? What is a medium?
2. Communication and mass culture. Emancipation and alienation
3. Signs, semiology and communication. The theory of sign in digital culture.
4. Cultural Studies and media. Questioning the communicational model. The exchange of images.
5. Contemporary visual culture. Image and look/gaze.
6. Oral presentations.

LEARNING ACTIVITIES AND METHODOLOGY

The course will be based on introductory lessons given by the professor from a series of compulsory readings of essays and short texts specified in the program.

For each of the subjects in the programme, the teacher will provide a master lecture. This will be completed with the discussion and comment in class of one or several short texts on the subject.

The last session will be devoted to the oral presentations.

ASSESSMENT SYSTEM

In the last session of the course there will be a written test on the contents of the programme seen in class. This exam will represent 60% of the grade.

The 60% of the grade will correspond to an essay written by the student. Each student, individually, must submit an essay at the end of the course and on the date indicated in the Schedule of the subject.

Essays submitted after the deadline or that do not comply with the indicated formal requirements, will be considered as not presented.

The essay will have a 4,000/5,000 words and must incorporate the positions of the chosen author (or authors), the issues discussed or mentioned in class and the texts of the required reading (basic bibliography). Finally, it is expected from the student to be able to outline a personal position.

The other 40% of the grade will correspond to class attendance, participation, and oral presentation.

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY

- BARTHES, R. Retórica de la imagen, Paidós, 1996
- BAUDRILLARD, J. Pantalla Total, Anagrama, 2000
- BENJAMIN, W. La obra de arte en la época de su reproductibilidad técnica, Itaca, México D.F., 2003

- BUTLER, J. Marcos de guerra. Las vidas lloradas, Paidós , 2010
- CASTRO REY, I. La depresión informativa del sujeto, Grama, Buenos Aires, 2011
- CHUL HAN, B. En el enjambre , Herder, 2014
- CURRAN, J. et al. (ed.) EStudios culturales y comunicación, Paidós, Barcelona, 1998
- DEBORD, G. La sociedad del espectáculo , Pre-Textos , 2000
- DELEUZE, G, GUATTARI, F. ¿Qué es filosofía?, Anagrama, 1993
- DELEUZE, G. Conversaciones, Pre-Textos, Valencia
- ECO, U. Apocalípticos e integrados , Tusquets , 1995
- GALLOWAY, A., THACKER, E., WARK, M. Three Inquiries in Media and Mediation, University Chicago Press, 2013
- GRUSIN, R. Mediation is the message, Journal of Visual Culture, 2014
- Gunthert, A. Imagen conversacional: Nuevos usos de la fotografía digital, <http://zonezero.com/es/zonezero-3-es/123-andre-gunthert-imagen-conversacional-1>, 2014
- HALL, S. La cultura, los medios de comunicación y el "efecto ideológico", en CURRAN, J. (Ed.) Sociedad y Comunicación de masas, F.C.E., 1981
- HALL, S. Encoding and Decoding in Television Discourse, en Hall, S. (ed.) Culture, Media, Language, Routledge, 1980
- HANSEN, M. Media Theory, Theory, Culture and Society, 23, 2006
- HOELZ, I. y MARIE, R. Softimage: Towards a New Theory of the Digital Image., University of Chicago Press, 2015
- MITCHELL, W.J.T. No existen medios visuales, en BREA, J.L. (ed.) Estudios Visuales. La epistemología de la visualidad en la era de la globalización, Akal, Madrid, 2005
- MITCHELL, W.J.T., HANSEN, M. Critical Terms for Media Studies, University Chicago Press, 2010
- MUÑOZ, B. Cultura y comunicación. Introducción a las teorías contemporáneas, Fundamentos, Madrid., 2005
- MUÑOZ, B. La cultura global. Medios de comunicación, cultura e ideología en la sociedad globalizada, Pearson, 2005
- McLUHAN, M. Comprender los medios de comunicación. Las extensiones del ser humano , Paidós , 1996
- RODOWICK, D.N. Reading the Figural, or Philosophy after the New Media, Duke University Press, 2001

ADDITIONAL BIBLIOGRAPHY

- BORDIEU, P. Sobre la televisión , Anagrama , 2003
- CASTELLS, M. La galaxia internet, Areté , 2001
- GARCÍA CANCLINI, N. Lectores, espectadores e internautas , Gedisa , 2007
- GARCÍA CANCLINI, N. Diferentes, desiguales y desconectados , Gedisa , 2004
- GROYS, B. Sobre lo nuevo. Ensayo de una economía cultural, Pre-Textos, 2005
- JAY, M. Ojos abatidos, Akal, 2005
- MORIN, E. El espíritu del tiempo. Ensayo sobre la cultura de masas , Taurus , 1966
- MORIN, E. El cine o el hombre imaginario , Paidós , 2001
- PARDO, J. L. La banalidad , Anagrama, 1989
- SONTAG, S. Ante el dolor de los demás, Alfaguara, Madrid, 2003
- VIRILIO, P. La máquina de visión , Cátedra , 1998
- WILLIAMS, R. Televisión. Teconología y Forma Cultural , Paidós , 2001