

Academic Year: ( 2019 / 2020 )

Review date: 10-10-2019

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

Coordinating teacher: MARTINEZ LUNA, SERGIO

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 2

**COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.****SPECIFIC SKILLS**

1. To know different approaches to the analysis of image from an historical and transdisciplinary perspective.
2. To know and be able to recognize the key linguistic and rhetorical resources used in analysis and visual creation, by familiarization with different visual analysis methodologies and its relation to those used in other creative productions.
3. To know the main strategies and modalities of enunciation which characterize different practices of creation of knowledge and meaning through images.

**TRANSVERSAL SKILLS**

Observation skills.  
 Capacity for analysis and synthesis.  
 Capacity for organizing and planning.  
 Capacity for organizing and analyzing information from different sources.  
 Capacity for criticism, reflexivity, and self-criticism  
 Research skills

**DESCRIPTION OF CONTENTS: PROGRAMME**

The following points might not exactly match the weekly lessons.

1. The analysis of image and the visual turn. Visual Studies.
2. Critical methodologies of visual analysis. Art and visual culture.
3. Formal analysis.
4. Content analysis.
5. Semiotic analysis. Semiotics and Social Semiotics.
6. Psychoanalysis and image. Looking in detail.
7. Discourse analysis. Image, Text, and Context.
8. Discourse analysis II. Institutions, regimes, ways of seeing.
9. The construction of audiences. Audience analysis.
10. Multimodal analysis and visual alfabetization
11. Image and technique

TEACHING: Sergio Martínez Luna

**LEARNING ACTIVITIES AND METHODOLOGY****METHODOLOGY**

Theoretical credits:

Through theoretical classes and explanation and discussion of texts and contents.  
 Audiovisual support are required.

Practical credits:

Through group discussions based on active participation, comment and analysis of texts and images.  
 Students are expected to make an oral presentation based on their written papers.

**FORMATIVE ACTIVITIES**

Discussions sessions and presentations.

Group practices on rhetorics of image.  
Reading of proposed articles and texts.  
Individual research work (written paper).

#### ASSESSMENT SYSTEM

Regular exam session.

The evaluation of students is carried out through a research paper. The guidelines for this work will be thorough explained at the beginning of the course as well as published on the digital platform.

In addition, class attendance and participation will be also valued.

With regard to the research papers the following evaluation criteria will be applied:

Command of contents and ability to relate different ideas and approaches.

Relevant documentation and proper use of literature.

Personal reflection and well-argued critical contributions.

Innovative ideas and approaches.

Comprehensive exposition and correct formal development.

Students are expected to make an oral presentation on the written paper (about 10 minutes).

The final grade is obtained by applying the following equation:

70% Research paper.

30% Attendance, participation, oral presentation.

Extra exam session

Research paper and oral presentation according with previously guidelines.

**% end-of-term-examination:** 70

**% of continuous assessment (assignments, laboratory, practicals...):** 30

#### BASIC BIBLIOGRAPHY

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- Acaso, M. El lenguaje visual, Paidós, 2006
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- Banks, M. y Morphy, H. (eds.) Rethinking Visual Anthropology, , Yale Univ Press,, 1999
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- Brea, J.L. Las tres eras de la imagen, , Akal, , 2010.
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  - Gunning, T. The Cinema of Attractions, BFI Publishing, 1990
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- ADDITIONAL BIBLIOGRAPHY**
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#### BASIC ELECTRONIC RESOURCES

- . Revista Estudios Visuales: <http://www.estudiosvisuales.net/revista/index.htm>
- Chandler, D. . Semiotics. The Basics: [http://visual-memory.co.uk/daniel/Documents/S4B/the\\_book.html](http://visual-memory.co.uk/daniel/Documents/S4B/the_book.html)
- Invisible Culture . Invisible Culture: <http://ivc.lib.rochester.edu/>
- Rose, Gillian . Visual Methodologies: <https://study.sagepub.com/rose4e>