

Academic Year: (2021 / 2022)

Review date: 22-06-2021

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 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. Introduction. Philosophy and audio-visual media.
 - What is Philosophy?
 - What is a medium?
 - Why is it necessary to think media?
2. Media, entertainment or critique?
 - Archaeology of the media.
 - Thinking the photographic image.
 - Sound recordings. A critical approach.
 - Cinema. From the fair grounds to mass seduction.
 - Television, consumerism and new dynamics.
 - Video cameras and talking back.
 - Internet, smart phones and screens in dialogue, or not?
3. Critical Approaches.
 - Cultural Studies.
 - Feminism and Queer Theory.
 - Artistic discourses.
 - Contemporary Visual Culture, the image and the gaze.
4. Meta-representations
 - Thinking through images
 - Images that think themselves
5. Group presentations.

LEARNING ACTIVITIES AND METHODOLOGY

The course will be structured as a series of introductory lessons guided by the professor. Each of the topics shall be presented by the professor, who will concentrate on a series of concepts and showcase a series of examples to be analyzed in class. To complete the session, the students are expected to engage in debate and comment of recommended texts and the examples seen in class.

The last sessions will be dedicated to group presentations.

ASSESSMENT SYSTEM

GRADING

- 60% of the grade depends on the final essay each students has to write.
- 40% of the grade depends on the assistance, participation and group 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
- Cox, Christoph & Warner, Daniel Audio Culture. Readings in Modern Music, continuum, 2007
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- DELEUZE, G, GUATTARI, F. ¿Qué es filosofía?, Anagrama, 1993
- DELEUZE, G. Conversaciones, Pre-Textos, Valencia
- GALLOWAY, A., THACKER, E., WARK, M. Three Inquiries in Media and Mediation, University Chicago Press, 2013
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- 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
- KITTLER, FRIEDRICH Gramophone, Film, Typewriter, Stanford University Press, 1999
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- 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
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- McLUHAN, M. Comprender los medios de comunicación. Las extensiones del ser humano , Paidós , 1996
- Mellencamp, Patricia (ed) Logics of Television, Indiana University Press, 1990
- RODOWICK, D.N. Reading the Figural, or Philosophy after the New Media, Duke University Press, 2001
- Sterne, Jonathan The Audible Past. Cultural Origins of Sound Reproduction, Duke University Press, 2003

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
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