

## Written and visual culture

Academic Year: ( 2021 / 2022 )

Review date: 04-06-2021

Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: VILLALBA PEREZ, ENRIQUE

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 1

## DESCRIPTION OF CONTENTS: PROGRAMME

This course attempts to provide an approach to visual and written culture and the entanglement between both. The subject will deal with the following aspect:

- Western historical image and the construction of cultural modernity.
- Representing otherness and its relation to western identity: opposition and hybridization.
- The relationship between word and image in the emergence of cinema and contemporary art.
- The irruption of mass media: cultural industry, popular culture and mass culture. Market and culture.
- The construction of western canon in postmodernity.
- Cinema, television and internet. Intermediality in visual and written culture.
- Hegemony and performativity discourse: from domineering culture to alternative relations.
- New scenographies: word, body and image.

**% end-of-term-examination:** 60

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