

Academic Year: ( 2022 / 2023 )

Review date: 25-05-2022

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

Coordinating teacher: VILLALBA PEREZ, ENRIQUE

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 1

## OBJECTIVES

- . Perceive and value the function of the supports for the creation of an exempt memory and its importance for the formation and maintenance of a culture.
- 2. Observe how the characteristics of the support condition the free memory that can be built and the evolution that has taken place so far.
- 3. Detect the continuity of the evolution of free memory from the first stone, metal or clay supports to the digital ones and analyze the critical transformation processes in each change.
- 4. To achieve a capacity to analyze the current critical situation, and also to prospect for new emergencies that the digital world facilitates.
- 5. Have a theoretical and conceptual foundation, sufficient to understand the profound cultural transformations that are taking place and the role that the technological environment plays in these changes.

## DESCRIPTION OF CONTENTS: PROGRAMME

The subject focuses on the study of written culture and visual culture, its evolution and the transformations of its media, technology and as memory records.

It will be divided into two parts:

### Part One: Written Culture

1. Presentation and introduction. Word, technology and memory.
2. The written culture in Antiquity. Records and supports
3. Medieval written culture:
  - From the papyrus roll to the parchment codex.
  - The Era of the Manuscript Codex
4. From manuscript to print
  - Technology and business model
  - The Library Artifact
  - Book and censorship in the modern world
  - Uses and practices of written culture: reading and writing
5. Transformations in the contemporary world
  - The contemporary edition
  - Reading habits
6. Written culture in the digital world

### Part Two: Visual Culture

1. Presentation
2. The birth of visual culture
3. Theoretical foundations
4. Visual culture and cultural legacy
5. Cultural practices and representative effects of the gaze

## LEARNING ACTIVITIES AND METHODOLOGY

1. Exposure by the teacher through materials and resources of the theoretical and conceptual approach of the topics contained in this subject.
2. Collective discussion of implicit issues in this expositions.
3. Analysis of cases that illustrate what is theoretically exposed.
4. Maintenance of a virtual space where collaborative work will be carried out throughout the course.

## ASSESSMENT SYSTEM

Continued participation in the development of the subject is very important.

All materials will be available, as they are exposed, on the Net.

And the Network will also be a workspace: in addition to studying and consulting the materials, there will be a space for collaboration and collective work.

This work developed throughout the course in a virtual space will be presented and shared weekly and a collaborative work will also be generated, a conversation between the students in that space.

These continuous assessment tasks will be completed with a final project (50%).

Extraordinary assessment: Students who have to sit the extraordinary exam must carry out an analysis and/or commentary of texts selected by the lecturers of the subject.

**% end-of-term-examination:** 50

**% of continuous assessment (assignments, laboratory, practicals...):** 50

## BASIC BIBLIOGRAPHY

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- Brea, José Luis (ed.), Estudios visuales. La epistemología de la visualidad en la era de la globalización,, Akal,, 2005.
- CASTILLO, Antonio, coord., Historia de la cultura escrita. Del Próximo Oriente Antiguo a la sociedad informatizada,, Trea, , 2002.
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- CLAYTON, Ewan, La Historia de la Escritura,, Siruela,, 2015.
- EVANS, Jessica. & HALL, Stuart (eds.), Visual Culture: the reader,, Sage,, 1999.
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- GUBERN, R., Del bisonte a la realidad virtual: la escena y el laberinto,, Anagrama,, 2007.
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- LUCÍA MEGÍAS, José Manuel, Elogio del texto digital. Claves para interpretar el nuevo paradigma, , Fórcola, , 2012.
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- MITCHELL, W.J.T. , ¿Qué es la cultura visual? Jornadas Más allá de la educación artística. Cultura

visual, política de reconocimiento y educación,, Fundación La Caixa,, 2000.

- RODRÍGUEZ DE LAS HERAS, Antonio, Metáforas de la sociedad digital,, SM, , 2015.

#### ADDITIONAL BIBLIOGRAPHY

- BAUDRILLARD, Jean, Cultura y simulacro,, Kairós,, 1978.

- BONFANTES, L. et alii, Leyendo el pasado. Antiguas escrituras del cuneiforme al alfabeto, , Akal,, 2003.

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- MORISON, Stanley, Principios fundamentales de la tipografía,, Ediciones del Bronce,, 1998.

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- VIÑAO, Antonio, Leer y escribir. Historia de dos prácticas culturales,, México,, 1999.

#### BASIC ELECTRONIC RESOURCES

- PENELA, José Ramón y otros, . Unos tipos duros: <http://www.unostiposduros.com/informacion/>

- RODRÍGUEZ DE LAS HERAS, Antonio, . Utopías para salir del presente:  
<https://www.youtube.com/watch?v=8g0hQ4T8tLA>

- Revista de Estudios Visuales . Revista de Estudios Visuales: <http://http://www.estudiosvisuales.net/revista/index.htm>