

Academic Year: (2024 / 2025)

Review date: 26-04-2024

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

Coordinating teacher: LABANDEIRA MORAN, SIBLEY ANNE

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 2

OBJECTIVES

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

1. Some considerations regarding the idea of "Image Rhetoric".
2. The Cultural Turn
3. The Visual Turn
4. The Affective Turn
5. Semiotics
6. Psychoanalysis and Image
7. Modernity and Image
8. Visual Dispositifs: Institutions
9. Visual Dispositifs: Technologies of the Image
10. Image as Document and the Past as Image
11. Thinking in/with/against/through Images

LEARNING ACTIVITIES AND METHODOLOGY

METHODOLOGY

Theoretical credits:

Through theoretical classes, with explanations and presentation of texts as well as artistic, experimental and critical creative works. Group debate will be essential to the course

Practical credits:

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

FORMATIVE ACTIVITIES

- Debate and presentation sessions.
- Mandatory Readings.
- Screening and analysis of works
- Individual research work (essay).

ASSESSMENT SYSTEM

% end-of-term-examination:	70
% of continuous assessment (assignments, laboratory, practicals...):	30

REGULAR TERM

The final grade will be made up of the following percentages:

- 70 % of the grade will be based on a final research paper (4.000-5.000 word essay).
- 30% of the grade will depend on the assistance and participation in class, as well as an oral presentation (10 minutes aprox.).

Final Research Paper:

The guidelines for this work will be thoroughly explained at the beginning of the course, and its instructions will be published on the digital platform.

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.

Attendance and participation:

Class attendance is mandatory

Participation in class debates on readings and selected works is of paramount importance.

Oral Presentation:

Students are expected to prepare an oral presentation (about 10 minutes). It is an opportunity to showcase analytic and communication skills, as well as the ability to elaborate on the notions seen in class.

EXTRAORDINARY TERM

Research paper according with previously guidelines.

BASIC BIBLIOGRAPHY

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- Guardiola, I. El ojo y la navaja, Arcadia, 2018
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- Hall, S. ¿Encoding and Decoding in TV Discourse¿. Hall, Hobson, Loew y Willis (ed.) Culture, Media, Language: Working Papers in Cultural Studies, London: Routledge., 1980

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- Hoelz, I, y Marie, R. SOFT IMAGE TOWARDS A NEW THEORY OF DIGITAL IMAGE, THE UNIVERSITY OF CHICAGO PRESS, 2015
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ADDITIONAL BIBLIOGRAPHY

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- Perniola, M. La estética del siglo XX, A. Machado Libros, 2001
- Virilio, P. La máquina de visión, Cátedra, 1989

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
- Invisible Culture . Invisible Culture: <http://ivc.lib.rochester.edu/>
- Rose, Gillian . Visual Methodologies: <https://study.sagepub.com/rose4e>