

Rhetoric of the image

This planning may vary according to the development of the course.

1. Course Presentation
The analysis of images after the visual turn. Visual rhetoric
2. Critical methodologies of visual analysis. Visual Studies, Art and Visual Culture
3. Formal analysis of image
4. The concept of form and formalism. Image and form
5. Quantitative analysis of images. Content analysis
6. Semiotic analysis. Signs and images
7. Semiotics, reference systems. Multimodality and Social Semiotics
8. Psychoanalysis and image
9. Psychoanalysis: Visuality and gaze
10. Discourse analysis. Image, text, context
11. Discourse analysis. Institutions, regimes, ways of seeing
12. The construction of the spectator. Audience analysis
13. Image and technique
14. Oral Presentations