



MANIPAL UNIVERSITY JAIPUR

School of Media & Communication

Department of Journalism & Mass Communication

Visual Culture | JC 1214 | 4 Credits | 3 | 0 | 4

Session: Jan 2018 – May 2018 | Faculty: Ambika Bhagat | Class: II Semester B.A. (J&MC)

Course Outcomes: At the end of the course, students will be able to:

[1214.1]. Define semiotics, signs and its types.

[1214.2]. Identify the levels of meanings and audience readings of visual texts thus developing visual analytical skills.

[1214.3]. Examine consumer culture, consumerism and role of visual media in propagating consumer culture.

[1214.4]. Relate the concept of gaze to power dynamics.

[1214.5]. Investigate the role of still and moving images in visual culture.

SYLLABUS

Basic Concepts in Semiology: Signs in Semiotics and Semiology, Signifier and Signified, Icon, Index, Symbol and Connotation & Denotation. **Image, Myth and Power:** Interpretative Value, Visual Manifestation and Panopticism, Consumer Culture and the Manufacturing of Desire and Practice of Looking. **Ways of Seeing:** Seeing and the Image, the Impact of Photography, the Effect of Publicity Images, Glamour and Publicity and Visual Pleasure and Narrative Cinema. **Media Frames: Meaning, Ideology and Context:** Media as consciousness Industry. Social construction of reality by media, Rhetoric of the image, narrative etc. Media myths (representation, stereotypes etc.) and Audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy.

TEXT BOOK

A.A. Berger, *Semiology in Media Analysis Technique*, Sage, 1982

Stuart Hall, *Encoding: Decoding Culture, Media, Language*, Hutchinson, 1986

REFERENCE BOOKS

Marita Sturken and Lisa Cartwright, *Practice of looking- An introduction to Visual Culture*, Open University, 1999

Michel Foucault, *Panopticism in op cit.*

Laura Mulvey, *Visual Pleasure and Narrative Cinema in Evans op cit.*

