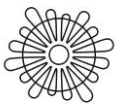
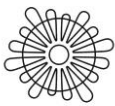


Syllabus

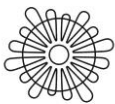
Department	Ethnology and Anthropology						Year	2024/ 2025		
Course	Visual Culture						ECTS	5		
Study programme	Ethnology and Anthropology (Graduate)									
Level of study programme	<input type="checkbox"/> Undergraduate		<input checked="" type="checkbox"/> Graduate		<input type="checkbox"/> Integrated		<input type="checkbox"/> Postgraduate			
Type of study programme	<input type="checkbox"/> Single major <input checked="" type="checkbox"/> Double major		<input type="checkbox"/> University		<input type="checkbox"/> Professional		<input type="checkbox"/> Specialized			
Year of study	<input type="checkbox"/> 1		<input type="checkbox"/> 2		<input type="checkbox"/> 3		<input type="checkbox"/> 4		<input checked="" type="checkbox"/> 5	
Semester	<input checked="" type="checkbox"/> Winter <input type="checkbox"/> Summer		<input type="checkbox"/> I		<input type="checkbox"/> II		<input type="checkbox"/> III	<input type="checkbox"/> IV		<input type="checkbox"/> V
			<input type="checkbox"/> VI		<input type="checkbox"/> VII		<input type="checkbox"/> VIII	<input checked="" type="checkbox"/> IX		<input type="checkbox"/> X
Status of the course	<input type="checkbox"/> Compulsory		<input checked="" type="checkbox"/> Elective		<input type="checkbox"/> Elective course offered to students from other departments		Teaching Competencies		<input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
Workload	15	L	15	S	15	E	Internet sources for e-learning		<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
Location and time of instruction	Šime Vitasovića 1 Classroom 102					Language(s) in which the course is taught		English		
Course start date	9.10.2024.					Course end date		22.1.2025.		
Enrolment requirements	N/A									
Course coordinator	Prof. dr. sc. Senka Božić Vrbančić									
E-mail	senka.bozic1@gmail.com , svrbanci@unizd.hr					Consultation hours		Thursday 11-12 (By appointment only, zoom consultations possible)		
Course instructor	Prof. dr. sc. Senka Božić Vrbančić									
E-mail	senka.bozic1@gmail.com , svrbanci@unizd.hr					Consultation hours		Thursday, 11-12		
Assistant/ Associate										
E-mail						Consultation hours				
Assistant/ Associate										
E-mail						Consultation hours				
	<input checked="" type="checkbox"/> Lectures		<input checked="" type="checkbox"/> Seminars and workshops		<input checked="" type="checkbox"/> Exercises		<input type="checkbox"/> E-learning		<input type="checkbox"/> Field work	



Mode of teaching	<input type="checkbox"/> Individual assignments	<input checked="" type="checkbox"/> Multimedia and network	<input type="checkbox"/> Laboratory	<input type="checkbox"/> Mentoring	<input type="checkbox"/> Other
Learning outcomes	<ul style="list-style-type: none"> • The ability to critically analyze and interpret visual images • The ability to use different theories on visual representation • The ability to understand and evaluate the personal and social values of students' own and other cultures through reading, discussing, and writing about visual culture • The ability to coordinate analyses of image and text 				
Learning outcomes at the Programme level	<ul style="list-style-type: none"> • Recognize and describe relevant ideas and concepts • Correlate different approaches • Apply critical and self-critical (reflexive) approach in argumentation • The ability to present ideas clearly in speaking and writing • The ability to share ideas with peers • The ability to use the web as a source for research and information 				
Assessment criteria	<input checked="" type="checkbox"/> Class attendance	<input checked="" type="checkbox"/> Preparation for class	<input type="checkbox"/> Homework	<input type="checkbox"/> Continuous evaluation	<input type="checkbox"/> Research
	<input type="checkbox"/> Practical work	<input type="checkbox"/> Experimental work	<input checked="" type="checkbox"/> Presentation	<input type="checkbox"/> Project	<input checked="" type="checkbox"/> Seminar
	<input type="checkbox"/> Test(s)	<input type="checkbox"/> Written exam	<input type="checkbox"/> Oral exam	<input checked="" type="checkbox"/> Other: Essay	
Conditions for permission to take the exam	Class attendance, seminar presentation, essay proposal				
Exam periods	<input checked="" type="checkbox"/> Winter		<input type="checkbox"/> Summer	<input checked="" type="checkbox"/> Autumn	
Exam dates	31.1.2025. 12.2.2025.			2.9.2025. 12.9.2025.	
Course description	<p>"Visual culture involves the things that we see, the mental model we all have of how to see, and what we can do as a result" (Mirzoeff 2016: 10).</p> <p>In order "to understand the images and imaging technologies with which we engage every day, we must analyze the ways in which practices of looking inform our ways of being in the world" (Sturken and Cartwright 2018: 7).</p> <p>This course discusses the broad concept of visual culture, its critical examination of visual politics, power relations, and the role of the visual in everyday life, communication, digital media, and the intersections of popular culture, media, and science. It is interdisciplinary and students will have opportunity to work on research areas of their own choosing.</p> <p>Our primary textbook is <i>Practices of Looking: an Introduction to Visual Culture</i> (Sturken and Cartwright 2018). We'll be using it extensively throughout the semester for readings, discussions, and assignments. It's essential for students' understanding of the course material.</p>				
Course content	<ol style="list-style-type: none"> 1. Introduction (9.10.2025) 2. Visual culture, power, vision and visibility (16.10.2024.) 3. Viewers, ideology, appropriation and reappropriation (23.10.2024.) 4. Modernity, spectatorship and gaze (race/ ethnicity/ class/ gender/sexuality) (30.10.2024.) 5. Realism: from Renaissance to Digital Media (6.11.2024.) 6. Visual technologies (13.11.2024.) 7. Media and everyday Culture (20.11.2024.) 8. Brand culture (27.11.2024.) 9. Postmodernism (4.12.2024.) 10. Scientific Looking, the genetic and digital body (11.12.2024.) 11. Globalisation and visual culture (video games the global flow of visual images) (18.12.2024.) 				



	<p>12. Globalisation and visual culture (tik-tok, instagram, reality tv, selfies and neoliberal individualisation) (8.1.2025)</p> <p>13. Commodification of culture and the self , the question of commons (15.1.2025)</p> <p>14. Algorithm and change of visual perception (22.1.2025)</p>					
Required reading	<p>All readings will be available on the course website.</p> <ul style="list-style-type: none"> • Marita Sturken and Lisa Cartwright, <i>Practices of Looking: An Introduction to Visual Culture</i> (Third Edition) (Oxford University Press, 2018) • Nicholas Mirzoeff, <i>How to See the World</i> (Basic, 2016) • Nicholas Mirzoeff, "What is visual culture?" in <i>An Introduction to Visual Culture</i> (London and New York: Routledge, 1999), 1 - 34. 					
Additional reading	<ul style="list-style-type: none"> • Berger, J. 1972. <i>Ways of Seeing</i>. London: Penguin. • Evans, J. i S. Hall. (ur.) 2005. <i>Visual Culture: the Reader</i>. London, SAGE. • Michel Foucault, 2005. "Panopticism," in <i>Visual Culture: the Reader</i>, Stuart Hall and Jessica Evans, eds. 61 – 71. • Rose, G. 2001. <i>Visual Methodologies: An Introduction to the Interpretation of Visual Materials</i>. London: Sage Publication. • Sekula, Allan. 1986. The Body and the Archive. <i>October</i>. Vol. 39. 3-64. • Senft, T. & N. Baym. What Does the Selfie Say? <i>International Journal of Communication</i> (9) 1588-1606. 					
Internet sources	<p>Ways of seeing: https://www.youtube.com/watch?v=opDE4VX_9Kk</p> <p>Mitchell: The Future of the Image: https://www.youtube.com/watch?v=wrxJD_1D1as</p> <p>Mitchell: race, Media and Visual Culture: https://www.youtube.com/watch?v=IC-uF09lXis</p> <p>Mirzoeff: Visual Thinking in Dangerous Time: https://www.youtube.com/watch?v=sBEKGtTgox8</p> <p>Mirzoeff: Whiteness and the Crisis: https://www.youtube.com/watch?v=JeZ3mjqaifo</p> <p>Mirzoeff: How to See the World? https://www.youtube.com/watch?v=jmvQ7Zl6cEg</p>					
Assessment criteria of learning outcomes	Final exam only					
	<input type="checkbox"/> Final written exam		<input type="checkbox"/> Final oral exam		<input type="checkbox"/> Final written and oral exam	<input type="checkbox"/> Practical work and final exam
	<input type="checkbox"/> Only test/homework	<input type="checkbox"/> Test/homework and final exam	<input type="checkbox"/> Seminar paper	<input type="checkbox"/> Seminar paper and final exam	<input type="checkbox"/> Practical work	<input checked="" type="checkbox"/> other forms
Calculation of final grade	<ol style="list-style-type: none"> 1. Attendance and participation in class discussions (10%). Students should come ready to discuss the readings. 2. Oral presentation (seminar) (20%) Oral presentation should last 30 minutes. It will be graded on (1) the originality of the interpretation of the topic (in connection with one or more texts assigned for this course) (2) clearly developed argument (3) the organization of the presentation and the quality of the delivery (i.e., maintaining good eye contact with the audience, using power point, video clips...). 3. Essay (70%). Approximately 3500 - 4000 words. Students are welcome to propose their own essay topics. Short abstracts of the topic (500 words) will be presented during the final week of the course (5 min presentations), followed by a discussion. 					
Grading scale	0-60		% Failure (1)			
	61-70		% Satisfactory (2)			
	71-80		% Good (3)			
	81-90		% Very good (4)			
	91-100		% Excellent (5)			



Course evaluation procedures	<input checked="" type="checkbox"/> Student evaluations conducted by the University <input type="checkbox"/> Student evaluations conducted by the Department <input type="checkbox"/> Internal evaluation of teaching <input checked="" type="checkbox"/> Department meetings discussing quality of teaching and results of student evaluations <input type="checkbox"/> Other
Note /Other	<p>In accordance with Art. 6 of the <i>Code of Ethics</i> of the Committee for Ethics in Science and Higher Education, “the student is expected to fulfil his/her obligations honestly and ethically, to pursue academic excellence, to be civilized, respectful and free from prejudice.”</p> <p>According to Art. 14 of the University of Zadar's <i>Code of Ethics</i>, students are expected to “fulfil their responsibilities responsibly and conscientiously. [...] Students are obligated to safeguard the reputation and dignity of all members of the university community and the University of Zadar as a whole, to promote moral and academic values and principles. [...]</p> <p>Any act constituting a violation of academic honesty is ethically prohibited. This includes, but is not limited to:</p> <ul style="list-style-type: none">- various forms of fraud such as the use or possession of books, notes, data, electronic gadgets or other aids during examinations, except when permitted;- various forms of forgery such as the use or possession of unauthorised materials during the exam; impersonation and attendance at exams on behalf of other students; fraudulent study documents; forgery of signatures and grades; falsifying exam results.” <p>All forms of unethical behaviour will result in a negative grade in the course without the possibility of compensation or repair. In case of serious violations the <i>Rulebook on Disciplinary Responsibility of Students at the University of Zadar</i> will be applied.</p> <p>In electronic communications only messages coming from known addresses with a first and a last name, and which are written in the Croatian standard and appropriate academic style, will be responded to.</p> <p>This course uses the Merlin system for e-learning, so students are required to have an AAI account.</p>