

Syllabus

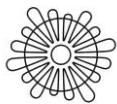
Department	Ethnology and Anthropology	Year	2025/ 2026
Course	Visual Culture	ECTS	5
Study programme	Ethnology and Anthropology (Graduate)		
Level of study programme	☐ Undergraduate ☒ Graduate ☐ Integrated ☐ Postgraduate		
Type of study programme	☐ Single major ☐ University ☐ Professional ☐ Specialized ☒ Double major		
Year of study	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☒ 5		
Semester	☒ Winter ☐ Summer ☐ I ☐ II ☐ III ☐ IV ☐ V ☐ VI ☐ VII ☐ VIII ☒ IX ☐ X		
Status of the course	☐ Compulsory ☒ Elective ☐ Elective course offered to students from other departments Teaching Competencies ☐ YES ☒ NO		
Workload	15 L 30 S o E Internet sources for e-learning ☒ YES ☐ NO		
Location and time of instruction	Šime Vitasovića 1 Classroom 102 Language(s) in which the course is taught English		
Course start date	8.10.2025. Course end date		
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 Wednesday, 16-18:30
Mode of teaching	☒ Lectures ☒ Seminars and workshops ☒ Exercises ☐ E-learning ☐ Field work ☐ Individual assignments ☒ Multimedia and network ☐ Laboratory ☐ Mentoring ☐ Other		
Learning outcomes	• 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		• 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	☒ Class attendance	☒ Preparation for class	☐ Homework	☐ Continuous evaluation	☐ Research
	☐ Practical work	☐ Experimental work	☒ Presentation	☐ Project	☒ Seminar
	☐ Test(s)	☐ Written exam	☐ Oral exam	☒ Other: Essay	
Conditions for permission to take the exam	Class attendance, seminar presentation, essay proposal				
Exam periods	☒ Winter		☐ Summer	☒ Autumn	
Exam dates	10.2.2026. 24.2.2026.				
Course description	”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). 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). 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. 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.				
Course content	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.) 12. Globalisation and visual culture (tik-tok, instagram, reality tv, selfies and neoliberal individualisation) (8.1.2025) 13. Commodification of culture and the self , the question of commons (15.1.2025) 14. Algorithm and change of visual perception (22.1.2025)				
Required reading	All readings will be available on the course website. • 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	- 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	Ways of seeing: https://www.youtube.com/watch?v=opDE4VX_9Kk Mitchell: The Future of the Image: https://www.youtube.com/watch?v=wrXJD_1Dias Mitchell: race, Media and Visual Culture: https://www.youtube.com/watch?v=IC-uF09lXis Mirzoeff: Visual Thinking in Dangerous Time: https://www.youtube.com/watch?v=sBEKGtTgox8 Mirzoeff: Whiteness and the Crisis: https://www.youtube.com/watch?v=JeZ3mjqaifo Mirzoeff: How to See the World? https://www.youtube.com/watch?v=JmvQ7Zl6cEg					
Assessment criteria of learning outcomes	Final exam only					
	☐ Final written exam		☐ Final oral exam		☐ Final written and oral exam	☐ Practical work and final exam
	☐ Only test/homework	☐ Test/homework and final exam	☐ Seminar paper	☐ Seminar paper and final exam	☐ Practical work	☒ other forms
Calculation of final grade	Attendance and participation in class discussions (10%). Students should come ready to discuss the readings. 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...). 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	☒ Student evaluations conducted by the University ☐ Student evaluations conducted by the Department ☐ Internal evaluation of teaching ☒ Department meetings discussing quality of teaching and results of student evaluations ☐ Other					
Note /Other	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.” 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. [...] Any act constituting a violation of academic honesty is ethically prohibited. This includes, but is not limited to: - 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.” 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. 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. This course uses the Merlin system for e-learning, so students are required to have an AAI account.
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