

# Visual Media and Communication

Spring 2019 Tuesday 4:00 PM AVC

Lecturer: Tae-Sik Kim

Office Hour: Tue 1:00 – 3:00 PM & Wed 9:00 – 10:00 AM

Contact Information: [beinkid@mail.muni.cz](mailto:beinkid@mail.muni.cz) Office Number: 5. 50

## ➤ Course Objectives

This course examines the cultural meanings of visual communication on various media. Grounded in the understanding of various theories from semiotics and cultural studies, this course looks closely at media practices delivering visual messages firmly based on certain sociocultural contexts. This course also cover wider issues related to visual messages and our everyday lives. By reading a variety of research articles assigned in the course and participating in class discussions, students learn to develop their own research projects focusing on visual communication and cultural understandings.

- Comprehend the cultural meanings of visual communication
- Understand the role of the media in distributing visual messages
- Review and analyze a variety of research articles on visual communication.
- Find important themes and methods of semiotics
- Lead insightful discussions.

## ➤ Syllabus

Week 1. Introduction to the course

Week 2. Semiotics Theories: Saussure, Peirce, Barthes, and more

Week 3. Semiotics and Culture: Geertz and Bourdieu

Week 4. Visual Representation

Week 5. Visual Public Communication

Week 6. Advertisement

Week 7. Analyzing Advertisement (Presentation)

Week 8. Images of Spaces: Cities as Visual Media

Week 9. Midterm Exam

Week 10. Digital Photography - Interpersonal Media

Week 11. Visual Social Media

Week 12. On Ethics

Week 13. Student Conference

➤ Literatures

Reading Articles: See, below.

➤ Teaching Methods

The format of the course is a combination of brief lectures and controlled discussions of various assigned readings.

All students are expected to read all articles assigned and to develop appropriate discussion questions. Each student is a discussion leader for an assigned week.

Students submit a research paper (topic of student's choice in consultation with instructor; minimum 14 pages).

➤ Assessment Methods

❖ Attendance(100) : 3 unexcused absences during a semester shall be denied academic credit

❖ Quiz (100)

❖ Midterm Exam (300)

❖ Presentation Week 7 (100)

✓ Analyze and Present a case of advertisement

❖ One Discussion Leader (100)

- Summarize articles, Find some related cases, and Develop critical discussion questions
- **Warning: If you miss this assignment, you will automatically fail this course.**

❖ Final Paper + Presentation (300): **Due- Monday 10. June 2018** (*Late Paper – Subtract 5% for each day after the due date*)

➤ Study Materials

All materials, with the exception of book chapters available in the library and articles available online, will be provided in PDF format.

## **Week 2. Semiotics Theories: Saussure, Peirce, Barthes, and more**

Barthes, R. (1972). *Mythologies*. New York: Hill and Wang. **Chapter, Myth Today.**

Eco, U. (1979). *A Theory of semiotics*. Bloomington: Indiana University Press. **Chapter 0. Introduction**

## **Week 3. Semiotics and Culture: Geertz and Bourdieu**

Geertz, C. (1973). *The interpretation of culture*. New York: Basic Books. **Chapter 1**

Swartz, D. (1998). *Culture and power: The sociology of Pierre Bourdieu*. Chicago: The University of Chicago Press. **Chapter 4.**

## **Week 4. Visual Representation**

Hall, S. (1997). *Representation and the Media*. Lecture.

Ben-Porath, E. N., & Shaker, L. K. (2010). News images, race, and attribution in the wake of Hurricane Katrina. *Journal of Communication*, 60(3), 466-490.

## **Week 5. Visual Media as Public Communication**

Eberhardinger, M. J. (2012) "A Semiotic Analysis of Iconicity in Japanese Manner Posters."

Joffe, H. (2008). The power of visual material: Persuasion, emotion and identification. *Diogenes*, 55(1), 84-93.

## **Week 6. Advertisement**

Bianchi, C. (2011). Semiotic approaches to advertising texts and strategies: Narrative, passion, marketing. *Semiotica*, 2011(183), 243-271.

Kara-Jane Lombard (2013) From Subways to Product Labels: The Commercial Incorporation of Hip Hop Graffiti, *Visual Communication Quarterly*, 20:2, 91-103

## **Week 8. Images of Spaces: Cities as Visual Media**

Kim, T. S. (2011). Three faces of Chinese modernity: Nationalism, globalization, and science. *Social Semiotics*, 21, 683-697.

Greenberg, Miriam. "Branding Cities A Social History of the Urban Lifestyle Magazine." *Urban affairs review* 36.2 (2000): 228-263.

### **Week 10. Digitized Visual Media**

Machin, D. (2004). Building the world's visual language: the increasing global importance of image banks in corporate media. *Visual Communication*, 3(3), 316-336.

Van House, N. A. (2011). Personal photography, digital technologies and the uses of the visual. *Visual Studies*, 26(2), 125-134.

### **Week 11. Visual Social Media**

Kim, T-S. (2015) Defining the Occupy Movement: Visual Analysis of Facebook Profile Images Posted by Local Occupy Movement Group, *Visual Communication Quarterly*, 22(3), 174-186

Borges-Rey, E. (2015). News Images on Instagram: The paradox of authenticity in hyperreal photo reportage. *Digital Journalism*, 3(4), 571-593

### **Week 12. On Ethics**

Susan Keith (2014) Back to the 1990s? Comparing the Discourses of 20th- and 21st-Century Digital Image Ethics Debates, *Visual Communication Quarterly*, 21:2, 61-7

Awan, I. (2016). Islamophobia on Social Media: A Qualitative Analysis of the Facebook's Walls of Hate. *International Journal of Cyber Criminology*, 10(1), 1.