

ZUR589w Visual Literacy in Mass Communication (10-9 rev)

Lecturer:

Janis Teruggi Page, Ph.D.

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Office Hours: Friday 10-to-Noon, or make an appointment in advance via email

Timetable:

Friday 12:00-13.40pm

Place: U53

Contact persons:

Lukáš Slavík, 414778@mail.muni.cz, office: 5.33

Course Description:

The aim of this course is to introduce visual rhetoric, or “ways of seeing”, through the lenses of metaphor, signs and symbols, storytelling, and fantasy-sharing -- in order to build literacy for strategic and ethical use of visual imagery in the multi-media field of mass communication— including journalism and advertising/public relations.

Course objectives:

Each student who successfully completes this course will be able to do the following:

- Articulate basic concepts of visual metaphor (implied comparisons), visual semiotics (signs and symbols), visual narrative (storytelling), and visual symbolic convergence (fantasy-sharing);
- Identify and analyze visually-constructed meanings in journalistic and creative works;
- Apply various visual concepts to propose new journalistic and creative works that are purposeful and “*concept rich*,” while also able to communicate effectively and memorably;
- Critique societal implications of visual imagery, captured and/or proposed by students.

Syllabus:

Students are constantly viewing, consuming, and creating visual images...in social media, on websites, and in video, but they rarely have essential knowledge on how to critically evaluate or strategically use them. This course fills that gap, teaching critical engagement with visual messages through theoretical insight, discovery, and application—building an essential and empowering skill for communication professionals. Students will learn how to use visuals to inform or influence--ethically--and how to deconstruct media messages to gain control over what influences them and society.

Week 1

Introduction to the course

Week 2

HOLIDAY – **No class** on September 28

IN MUNI INFORMATION SYSTEM (IS) “STUDY MATERIALS”:

- ASSIGNED READINGS & MULTIMEDIA LOCATED IN “LEARNING MATERIALS”
- READING INSTRUCTIONS & DROPBOX FOLDER LOCATED IN “READING REACTIONS”
- VISUAL ANALYSIS INSTRUCTIONS & DROPBOX FOLDER LOCATED IN “VISUAL ANALYSES”
- FINAL VISUAL ANALYSIS INSTRUCTIONS & DROPBOX FOLDER LOCATED IN “FINAL PROJECT”

Week 3 - Oct. 5

Visual Rhetoric and Preview of Metaphor

Lecture, Discussion, Exercises

Homework for next week:

- **Readings** - Complete Week 4 readings and view any multimedia before next class
Reading Reaction Due Thursday, Oct. 11 by midnight, uploaded into IS system
- **Visual Metaphor Analysis** Due Friday, Oct. 12 before noon, uploaded into IS system.
Bring your analyzed visual on a usb drive or be able to retrieve it online during Week 4 class.

Week 4 – Oct. 12

Visual Metaphor and Preview of Semiotics

Lecture, Discussion, Exercises, Sharing of visual metaphor analyses, Vocabulary

Homework for next week:

- **Readings** - Complete Week 5 readings and view any multimedia before next class
Reading Reaction Due Thursday, Oct. 18 by midnight, uploaded into IS system
- **Visual Semiotic (TEASA) Analysis** Due Friday, Oct. 19 before noon, uploaded into IS system
Bring your analyzed visual on a usb drive or be able to retrieve it online during Week 5 class.

Week 5 – Oct 19

Semiotics I

Lecture, Discussion, Exercises, Sharing of visual semiotic analyses, Quiz 1 preparation

Homework for next week:

- **Readings** - Complete Week 6 readings and view any multimedia before next class
Reading Reaction Due Thursday, Oct. 25 by midnight, uploaded into IS system
- **Prepare for Quiz 1**, given in class next week

Week 6 – Oct 26

Semiotics II and Preview of Narrative

Lecture, Discussion, Take **Quiz 1**

Homework for next week:

- **Readings** - Complete Week 7 readings and view any multimedia before next class
Reading Reaction Due Thursday, Nov 1 by midnight, uploaded into IS system
- **Visual Narrative Analysis** Due Friday, Nov 2 before noon, uploaded into IS system
Bring your analyzed visual on a usb drive or be able to retrieve it online during Week 7 class.

Week 7 – Nov 2

Visual Narrative and preview of Fantasy Sharing

Lecture, Discussion, Exercises, Sharing of visual narrative analyses, Quiz 1 review

Homework for next week:

- **Readings** - Complete Week 8 readings and view any multimedia before next class
Reading Reaction Due Thursday, Nov 8 by midnight, uploaded into IS system
- **Visual Fantasy-Theme Analysis** Due Friday, Nov 9 before noon, uploaded into IS system
Bring your analyzed visual on a usb drive or be able to retrieve it online during Week 8 class.

Week 8 – Nov 9

Visual Symbolic Convergence (fantasy sharing)

Lecture, Discussion, Share visual fantasy analyses, Quiz 2 prep, Introduction of Final Project

Homework for next week:

- **Readings** - Complete Week 9 readings and view any multimedia before next class
Reading Reaction Due Thursday, Nov 15 by midnight, uploaded into IS system
- **Prepare for Quiz 2**, given in class next week

Week 9 – Nov 16

Advertising

Lecture, Discussion, Take **Quiz 2**

Homework for next week:

- **Readings** - Complete Week 10 readings and view any multimedia before next class
Reading Reaction Due Thursday, Nov 22 by midnight, uploaded into IS system
- **Visual Culture-Jam Analysis** Due Friday, Nov 23 before noon, uploaded into IS
- **Final Project: Visual Analysis PROPOSAL** Due Monday, Nov 25 by end of day in IS system

Week 10 – Nov 23

Online class – no meeting in classroom (Prof Page will be in Prague for required Fulbright meeting)

Public Relations

Participate in online Discussion Forum (see instructions in “Learning Materials”). Post and replies due between Nov. 23 and Nov. 28

Homework for next week:

- **Readings** - Complete Week 11 readings and view any multimedia before next class
Reading Reaction Due Thursday, Nov 29 by midnight, uploaded into IS system
- Bring your analyzed visual from Week 9 (culture-jam) on a usb drive or be able to retrieve it online during Week 11 class

Week 11 – Nov 30

Journalism/News

Lecture, Share culture-jam visual analyses (Week 9 homework), Discussion of Final Visual Analysis proposals, Quiz 2 review

Homework for next week:

- **Final Project: Visual Analysis OUTLINE** Due Monday, Dec. 3 by end of day in IS system
- **News Visual Analysis** Due Friday, Dec 7 before noon, uploaded into IS system
Bring your analyzed news visual on a usb drive or be able to retrieve it online during Week 12 class

Week 12 – Dec 7

Course Review+

Share news visual analyses, Discussion of Final Visual Analysis outlines, essay, and presentation

Homework for next week:

- **Final Project: Visual Analysis**
Complete written essay
Prepare classroom presentation

Week 13 – Dec 14

Present your Final Visual Analysis to class using PPT or similar program

Final Project: Visual Analysis ESSAY due Dec. 16 end of day, uploaded to IS system

Teaching methods:

e-learning, presentations, individual/pair/group work, discussions

Required sources (on MUNI information system):

This Means This, This Means That: A User's Guide to Semiotics (2nd edition) by Sean Hall. (2012). Publisher: Laurence King Publishing, London. ISBY 978-1-85669-745-4

Creating and Consuming Visual Culture: A Practical Guide by Janis Teruggi Page and Margaret Duffy. (Forthcoming). Publisher: Wiley-Blackwell, Boston.

Recommended sources (full content or hyperlinks on MUNI information system):Literature:

- *Handbook of Visual Communication: Theories, Methods, and Media.* (2005). Eds: K. Smith, S. Moriarty, G. Barbatsis, K. Kenney. Lawrence Erlbaum, Mahwah, New Jersey / London
- *Metaphors We Live By.* (2003). G. Lakoff and M. Johnsen. University of Chicago Press / London.
- Visual Framing of the Syrian Conflict in News and Public Affairs Magazines. (2015). K. Greenwood and J. Jenkins. *Journalism Studies*, 16(2). pp. 207-227.

Advice from Professionals, for example:

- [John Florek](#), VP, Director Creative Innovation, ARC Worldwide, Chicago, a [Leo Burnett](#) agency. Topic: Metaphor in Advertising
- [Jeff Hecker](#), Principal, Athena Brand Wisdom, Toronto. Topic: Marketing Semiotics
- [James D. Kelley](#), Associate Professor and former photojournalist, Indiana University Media School. Topic: Visual News Narratives

Journals:

- [Visual Communication Quarterly](#)
- [Visual Communication](#)

| Assessment Methods | Pts |
|--|------------|
| 1 online discussion forum: post and replies | 25 |
| 2 Quizzes (20 points & 60 points) | 80 |
| 6 Visual Analyses (20 points each) | 120 |
| 8 Reading Reactions (15 points each) | 120 |
| Final Visual Analysis paper proposal (15) outline (30) PPT (15) essay (75) | 135 |
| Compulsory attendance from 5 th of October through 14 th of December (2 points per class). You can miss one class during the semester without point loss. | 20 |
| TOTAL | 500 |

Grading Scale

A: 500 - 480 points (100% - 96%)
B: 479 - 455 points (95.9% - 91%)
C: 454 - 430 points (90.9% - 86%)
D: 429 - 405 points (85.9% - 81%)
E: 404 - 380 (80.9% - 76%) = Pass
F: 379 - 0 (75.9% - 0%) = Fail