

Semester	1
Course	Major
Paper Code	C1MV230121T
Paper Title	Visual Culture: An Introduction
No. of Credits	4
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	NA
Syllabus	<ul style="list-style-type: none"> ● Introduction and Overview What is an image? How to read images as signs? The network of images and the visual world. The concept of visual culture. ● Visuals as Signs Nature of signs. The classification of visual signs. Signs and the world. ● Social Practices of Seeing The act of ‘seeing’ as a social practice. The construction of meaning and dissemination of images. ● Visual Culture What is visual culture? The concepts of visibility, visualizing, and visual pleasure. ● Reading Images Understanding the organization of images. Images as part of a network system. Analyses of images as cultural objects.
Learning Outcomes	<ul style="list-style-type: none"> ● To understand the key concepts of visual culture. ● To be aware of the visual semiotics. ● To understand the construction of meaning and the dissemination process of images. ● To be able to read images as cultural objects.
Reading/Reference Lists	<ul style="list-style-type: none"> ● Barthes, R. (1972). <i>Mythologies</i>. The Noonday Press. ● Barthes, R. (1978). <i>Image-Music-Text</i>. Macmillan. ● Bazin, A., & Gray, H. (1960). The Ontology of the Photographic Image. <i>Film Quarterly</i>, 13(4), 4-9. ● Benjamin, W. (1972). A Short History of Photography. <i>Screen</i>, 13(1), 5-26. ● Berger, J. (2012). <i>Ways of Seeing: Based on the BBC Television Series with John Berger</i>. British Broadcasting Corp. ● De Saussure, F. (2011). <i>Course in General Linguistics</i>. Columbia University Press. ● Foucault, M. (2008). Panopticism from Discipline & Punish: The Birth of the Prison. <i>Race/Ethnicity: Multidisciplinary Global Contexts</i>, 2(1), 1-12.

	<ul style="list-style-type: none"> ● Jenks, C. (Ed.). (1995). <i>Visual Culture</i> (1st ed.). Routledge. ● Mirzoeff, N. (1999). <i>An Introduction to Visual Culture</i>. Routledge. ● Mirzoeff, N. (2002). <i>The Visual Culture Reader</i>. Routledge. ● Peirce, C. S. (1984). What is a Sign? http://www.iupui.edu/%7Epeirce/web/ep/ep2/ep2book/ch02/ep2ch2.htm ● Sontag, S. (2001). <i>On Photography</i>. Macmillan. ● Sturken, M., & Cartwright, L. (2009). <i>Practices of Looking: An Introduction to Visual Culture</i> (2nd ed.). Oxford University Press. 	
Evaluation	Theory 100 CIA: 30 Semester Exam: 70	Practical (if applicable) CA: Semester Exam:
Paper Structure for Theory Semester Exam	<p>One long question out of two options – 1x20 = 20 marks</p> <p>One compulsory question on visual comprehension from a provided image – 1x20 = 20 marks</p> <p>Three short questions out of five options – 3x10 = 30 marks</p>	