

MCV Semester I SYLLABUS

Semester: I				
Course : Mass Communication and Videography				
Paper Title: Visual Culture: An Introduction				
Paper code: C1MV230121T			Credits: 4	
Hours/week : 4				
Category: Core/MDC/SEC/VAC : CORE (Major)				
Theory / Practical / Composite : Theory				
No of Modules : 2				
Course Overview:				
<p>This course aims to introduce students to the foundational concepts and analytical frameworks of visual studies, enabling them to critically engage with images as cultural signs embedded within wider social, historical, and technological networks. By exploring the nature of images, the semiotics of visual signs, and the social practices that shape seeing, students will learn to interpret how meanings are constructed, circulated, and consumed in the visual world.</p> <p>The course further seeks to develop students' abilities to read and analyse images as cultural objects, understand the dynamics of visibility and visual culture, and recognize the visual field as an active site of knowledge production, identity formation, and power. Through this, students will cultivate visual literacy and gain tools to critically navigate contemporary image-saturated environments.</p>				
Course Outcome:				
1. Remember: Identify key concepts of visual studies, including images, signs, visibility, and visual culture.				
2. Understand: Explain how images function as cultural signs within social, historical, and technological networks of meaning.				
3. Apply: Use basic semiotic and visual analysis tools to interpret images and their role in constructing and circulating meaning.				
4. Analyze: Examine the social practices of seeing and critically assess how visibility shapes identity, perception, and cultural experience.				
5. Evaluate: Critically appraise images as cultural objects, considering their ideological functions, power dynamics, and positions within visual culture.				
6. Create: Develop informed and original visual or written analyses that demonstrate visual literacy and engage critically with contemporary image environments.				
Prerequisites: <i>Basic knowledge about any prior course</i>				
SYLLABUS				
UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	● Introduction and Overview	4	CO1 CO2	K1,K2,K3,K4.K5,K6

	<p>What is an image? How to read images as signs? The network of images and the visual world. The concept of visual culture.</p> <ul style="list-style-type: none"> ● 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. 		<p>CO3 CO4 CO5 CO6</p>	
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Text Books

1. Berger, J. (2012). *Ways of Seeing: Based on the BBC Television Series with John Berger*. British Broadcasting Corp.
2. Mirzoeff, N. (1999). *An Introduction to Visual Culture*. Routledge.
3. Peirce, C. S. (1984). What is a Sign?
<http://www.iupui.edu/%7Epeirce/web/ep/ep2/ep2book/ch02/ep2ch2.htm>

Suggested readings

- Barthes, R. (1972). *Mythologies*. The Noonday Press.
- Barthes, R. (1978). *Image-Music-Text*. Macmillan.
- Bazin, A., & Gray, H. (1960). The Ontology of the Photographic Image. *Film Quarterly*, 13(4), 4-9.
- Benjamin, W. (1972). *A Short History of Photography*. *Screen*, 13(1), 5-26.
- Berger, J. (2012). *Ways of Seeing: Based on the BBC Television Series with John Berger*. British Broadcasting Corp.

- De Saussure, F. (2011). *Course in General Linguistics*. Columbia University Press.
- Foucault, M. (2008). Panopticism from Discipline & Punish: The Birth of the Prison. *Race/Ethnicity: Multidisciplinary Global Contexts*, 2(1), 1-12.
- Jenks, C. (Ed.). (1995). *Visual Culture* (1st ed.). Routledge.
- Mirzoeff, N. (1999). *An Introduction to Visual Culture*. Routledge.
- Mirzoeff, N. (2002). *The Visual Culture Reader*. Routledge.
- Peirce, C. S. (1984). What is a Sign?
- <http://www.iupui.edu/%7Epeirce/web/ep/ep2/ep2book/ch02/ep2ch2.htm>
- Sontag, S. (2001). *On Photography*. Macmillan.
- Sturken, M., & Cartwright, L. (2009). *Practices of Looking: An Introduction to Visual Culture* (2nd ed.). Oxford University Press.

Web Resources

1. <https://monoskop.org/Monoskop>
2. <https://shodhganga.inflibnet.ac.in/>
3. <https://archive.org/>
4. <https://www.youtube.com/@Nerdwriter1/videos>

Evaluation

Theory 100

CIA: 30

Semester Exam: 70

CIA: 25 + 5 MARKS

END-SEMESTER: 70 marks

Paper Structure for Theory Semester Exam:

One long question out of two options – 1x20 = 20 marks

One compulsory question on visual comprehension from a provided image – 1x20 = 20 marks

Three short questions out of five options – 3x10 = 30 marks

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Remember: Identify key concepts of visual studies, including images, signs, visuality, and visual culture.	K1
CO2	Understand: Explain how images function as cultural signs within social, historical, and technological networks of meaning.	K2
CO3	Apply: Use basic semiotic and visual analysis tools to interpret images and their role in constructing and circulating meaning.	K3
CO4	Analyze: Examine the social practices of seeing and critically assess how visuality shapes identity, perception, and cultural experience.	K4

CO5	Evaluate: Critically appraise images as cultural objects, considering their ideological functions, power dynamics, and positions within visual culture.	K5
CO6	Create: Develop informed and original visual or written analyses that demonstrate visual literacy and engage critically with contemporary image environments.	K6