Syllabus

VISUAL COMMUNICATION AND DIGITAL CULTURE - 50772

Last update 16-09-2013

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Communication and Journalism

Academic year: 1

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Paul Frosh

Coordinator Email: msfrosh@mscc.huji.ac.il

Coordinator Office Hours: Mondays 12.30-13.30

Teaching Staff:
Prof Paul Frosh
Course/Module description:
The course examines the development of visual culture in the contemporary period and the transformations affecting it as a result of digital technologies.

Course/Module aims:
The course is based on central theoretical texts and new research focusing on the fate of modern media such as photography, cinema and television in the digital age, as well as the creation of new visual forms.

Learning outcomes - On successful completion of this module, students should be able to:
To explain the major theories and topics in research on visual culture in the digital age.
To achieve a high level of competence in conceptualizing communicative, social, political and cultural questions concerning digital visual culture and media.
To produce in-depth critical readings of advanced theoretical writings and research in the field.
To compare and contrast central thinkers and schools of thought and to interpret and evaluate their points of similarity and difference.
To analyze contemporary empirical communications and cultural phenomenon in the light of the works studied.

Attendance requirements(%):
100

Teaching arrangement and method of instruction: Lectures, presentations and discussions.

Course/Module Content:
Overview

1. Before the computer: images and vision in the modern era
2. What are Digital Media?
3. The enchanted interface and the operative image: icons, cursors, windows and screens

Media

5. Is this a movie or a theme-park ride? Digital cinema
6. Does television still exist? Television after TV
7. Here you are! Mobile media and global positioning

Cultural Practices and Social Functions

8. Keeping it real: Image manipulation and simulation
9. Movie, video-game and action figure: transmedia storytelling
10. You Have Been Tagged! Narcissism and Voyeurism
11. A Democracy of Images? Photo-sharing and Citizen Photojournalism

Required Reading:


Additional Reading Material:


Schwartz, O. (2009) “Good Young Nostalgia: Camera phones and technologies of


**Course/Module evaluation:**
End of year written/oral examination 0 %
Presentation 25 %
Participation in Tutorials 5 %
Project work 70 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

**Additional information:**
None.