



# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Visual Communication: Photography Film & Television - 50117*

*Last update 09-02-2021*

*HU Credits: 3*

*Degree/Cycle: 1st degree (Bachelor)*

*Responsible Department: Communication & Journalism*

*Academic year: 0*

*Semester: 2nd Semester*

*Teaching Languages: Hebrew*

*Campus: Mt. Scopus*

*Course/Module Coordinator: Prof. Raya Morag*

*Coordinator Email: [raya.morag@mail.huji.ac.il](mailto:raya.morag@mail.huji.ac.il)*

*Coordinator Office Hours: Tuesday, 16:00-17:00*

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Teaching Staff:

Prof Raya Morag,  
Ms. Adi Shefi,  
Ms. Sara Kopelman

Course/Module description:

The auditorium lectures are augmented by group practice sessions.

Course/Module aims:

The objective of the course is to learn to analyze and critically interpret current visual culture through analysis of the major models and burning issues in the field. Issues surrounding the limitations and advantages of visual interpretation will be addressed, striving for an integrative point of view of the major models. Auditorium lectures will be augmented by group practice sessions

Learning outcomes - On successful completion of this module, students should be able to:

At the end of this course, students will be capable of understanding and independently interpreting visual images in a variety of medias, based on visual language tools and familiarity with major theoretical concepts and models in the field.

Attendance requirements(%):

100%

Teaching arrangement and method of instruction: Frontal lectures incorporate demonstrations. Discussions about the articles coincide with report submissions and discussion of them in practice sessions.

Course/Module Content:

1-3. Introduction - Visual Language  
Turner, Graeme (1999) "Film Languages" Film as Social Practice London: Routledge: 51-75.  
Barthes, Roland (1982) "The Photographic Message" Image-Music-Text Fontana: 15-31.  
4-6. Visual Culture, Spectacle, and Postmodernism  
Benjamin, Walter (2008) The Work of Art in the Age of Mechanical Reproduction Penguin Books Limited.

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Baudrillard, Jean (1995) *"The Precession of Simulacra" Simulacra and Simulation* Michigan: University of Michigan Press.

7. Berger, John (1972) Chapter 7 *Ways of Seeing* London and Harmondsworth: BBC and Penguin: 129-154.

8. Documentary Truth?

Nichols, Bill (2008) "Documentary Reenactment and the Fantasmatic Subject" *Critical Inquiry* 35 Autumn: 72-89.

9. Visualization of Race: Post-Colonialism

Said, Edward W. (1979) *Orientalism* Vintage; 1st Vintage Books edition: 1-30.

Fanon, Franz (1952. 2008) *"The Lived Experience of the Black Man" Black Skin, White Masks* New York: Grove Press: 89-119.

10. Visualization of Gender: Psychoanalysis

Mulvey, Laura (1976. 2003) "Visual Pleasure and Narrative Cinema" *The Feminism and Visual Culture Reader* Ed. Amelia Jones Psychology Press: 57-68.

11. Visualization of Gender and Race

Mohanty, Chandra Talpade (1988) "Under Western Eyes: Feminist Scholarship and Colonial Discourses" *Feminist Review* 30: 61-88.

12. Surveillance Culture

Foucault, Michel (1995) *"Panopticism" Discipline and Punish: The Birth of Prison* New York: Vintage Books: 195-228.

#### Required Reading:

1-3. Introduction - Visual Language

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### Additional Reading Material:

#### Course/Module evaluation:

End of year written/oral examination 80 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 0 %

Assignments 0 %

Reports 0 %

Research project 0 %

Quizzes 20 %

Other 0 %

### Additional information:

#### Course Requirements:

1. Attendance is required at lectures and practice sessions.

2. A journal article must be read before each practice session. The articles appear in the Moodle's website. Please follow announcements appearing on the website.

3. Students Must Watch Two Feature films: The Movie "BlacKkKlansman" (Spike Lee, 2018) - March 24, 20; The film "Sand Storm" (Elite Zexer, 2016) - 26.5.20.

The films are on the course film site.

4. Two "unseen" exams- visual text for independent analysis

Film scene from "BlacKkKlansman" 12.5.20 (10% of final grade);

Still image 2.6.20 (10% of final grade);

5. Final exam (80% of final grade) made up of two parts: (a) a visual text for independent analysis ("unseen"), and (b) questions relating to the lectures, practice sessions,

and bibliography.