



The Hebrew University of Jerusalem

Syllabus

Visual Communication: Photography Film & Television - 50117

Last update 14-04-2024

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. Paul Frosh

Coordinator Email: Norma.Musih@mail.huji.ac.il

Coordinator Office Hours: Mondays, 14:00-15:00

Teaching Staff:

Dr. Norma Musih,
Mr. Tom Divon,
Ms. Alexandra Dvorkin,
Ms. Dganit Levi

Course/Module description:

The story of the rise of mass media in the 19th and 20th centuries is primarily the story of visual media - photography, film, and television - and how they affected most areas of personal and collective life. In the current era, we are witnessing the strengthening of visual images and technologies - mainly, but not only - thanks to computers, smartphones, digital networks and social media. In this course you will learn tools and concepts for analyzing visual images, discuss the social, cultural and political implications of media and various visual formats (from photographs, through memes to GIFs), and learn major theoretical and research approaches dealing with visual communication and culture.

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 media, 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. Introduction: What is visual communication?
2. The visual image: the still image
בארת, ר. (1982/2002) "המסר הצילומי" תרגום: יעל חבר, המדרשה 5: 21-33.
3. The visual image - continued
Kennedy, H., Hill, R.L., Aiello, G. and Allen, W. (2016) *The Work that Visualisation Conventions Do*. *Information, Communication & Society*, 19(6): 715-735.
4. Visuality
Thompson, J, B. (2005) *The New Visibility*. *Theory, Culture & Society*. 22(6): 31-51.
5. Photography
Zappavigna M. (2016) *Social media photography: construing subjectivity in Instagram images*. *Visual Communication*. 15(3): 271-292.
6. Photography - continued
מאירס, א. (2003) מוספי זכרון כמעצבי העבר הישראלי. פנים, 23: 112-123.
עדכון למחקר מופיע במאמר באנגלית:
Meyers O. (2021) *The critical potential of commemorative journalism*. *Journalism*. 22(7): 1682-1701.
7. Cinema and television: audio-visual media of they twentieth century
Turner, G. (1999) *"Film Languages" Film as Social Practice*. London: Routledge: 51-75.
ג'אנטי, ל. (1996/2000) "מילון מונחים", להבין סרטים תרגום: דן דאור. תל אביב: האוניברסיטה הפתוחה, 516-527.
8. Cinema and television - continued
גריפסרוד, י (1998/2003) 'טלוויזיה, שידור, שטף: דימויי מפתח בתיאוריה של הטלוויזיה'. בתוך: ת, ליבס. ומ, טלמון. תקשורת כתובות: יצירת משמעות כמפגש בין טקסט לבין קוראים (מקראה, כרך ב'). תל-אביב: האוניברסיטה הפתוחה. ע"ע 150-132.
9. The digital image
(16.07.24
Abidin, C. (2021). *Mapping Internet celebrity on TikTok: Exploring attention economies and visibility labours*. *Cultural Science Journal*, 12(1): 77-103.
10. Artificial Intelligence, Synthetic Images and Machine Vision
Crawford K. and Paglen T. (2019) *Excavating AI: The Politics of Training Sets for Machine Learning*. <https://excavating.ai>
המאמר בתרגומו לעברית: <https://ai.il.org.hazmanhazeh/>
Steyerl, Hito. "Mean Images." *New Left Review*, no. 140/141 (April 28, 2023): 82–97.

<https://newleftreview.org/issues/ii140/articles/hito-steyerl-mean-images>

11. Course Conclusion and final notes.

Required Reading:

1. Introduction: What is visual communication?

2. The visual image: the still image

בארת, ר. (1982/2002) "המסר הצילומי" תרגום: יעל חבר, המדרשה 5: 21-33.

3. The visual image - continued

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5. Photography

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 /ai/il.org.hazmanhazeh//:https:מאמר בתרגומו לעברית:

Steyerl, Hito. "Mean Images." *New Left Review*, no. 140/141 (April 28, 2023): 82-97.
<https://newleftreview.org/issues/ii140/articles/hito-steyerl-mean-images>

11. Course Conclusion and final notes.

Additional Reading Material:

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 80 %
Presentation / Poster Presentation / Lecture/ Seminar / Pro-seminar / Research proposal 20 %

Additional information:

Course requirements:

1. Mandatory attendance in lectures and class practice meetings.
 2. Reading the course bibliography.
 3. Analysis of two case studies for the "Topical Corner" of the course:
 - You will be given the choice to submit two case studies out of four options during the course. One case study must be submitted during the first half of the course, and a second during the second half of the course. Each case study constitutes 10% of the final grade (a total of 20% of the final grade).
 - Each case study will contain a visual current example related to the topic of one of the lessons in the relevant half of the course, and a short discussion (up to 500 words) that explains the relevance of the example to the topic and offers a brief analysis of it using concepts learned in the course. Some of the case studies will be presented for discussion in the "Topical Corner" that will take place in the practice groups.
- Deadline for submission: Thursday, until 23:55, before the date set for each "topical corner" in the practice groups. Detailed guidelines will be issued close to the relevant dates.
4. Final course paper: 80% of the final grade.