Online Course Catalogue

Course Title	**Study Field**	**University**
Visuality and communication: Contemporary issues in European mediatised visual culture	**Arts and Humanities**	**Eötvös Loránd University**

CHARM priority field

European values, culture and language;Sustainability and Climate Change;

Faculty

Institute for Art Theory and Media Studies

Department

Department of Media and Communication

Number of credit points:

4

Course code

BMI-MEDD-106

Study Level:

MA/MSc

Name of instructor(s):

Virág Vécsey

Short description of the course

The course is designed for MA students who are interested in contemporary visual culture as it appears in and impacts our everyday lives. No prior knowledge of the subject is a prerequisite. The first half of the semester will focus on the discipline of visual culture, including its brief history, subjects and different approaches to studying it and visual communication. The second half will give way to exploring certain contemporary problematics of visual communication in more detail through case studies. We will inquire about the political nature of images through the analysis of right-wing populist political imagery used by various European leaders (e.g., League party-Italy, Fidesz-Hungary). We will examine the temporal and spatial aspects of changes in pictorial signs through the visual traces of the political in urban space and the imaginations and imagery of these through the example of Budapest. Factors which possibly determine the reception of the visual are examined in the light of mediatised images of the Russian-Ukrainian war. We will analyse how the media visualises environmental problems and different actors in relation to these through examining news media imagery from movements such as Extinction Rebellion, Fridays for Future and the farmers protests in 2024 across Europe. Finally, we briefly review the extent to which the mechanisms of artificial intelligence and deep-learning related to visuality are analogous to human cognition. Possible theoretical approaches to visual culture and the problems it addresses will be explored through contemporary examples mostly from the European context and in line with the CHARM-EU program's focal points and the increasingly pressing ecological crisis the course emphasizes the importance of visual environmental communication.

Full description of the course

https://docs.google.com/document/d/1P7Xzi1AzONq2ZV6MsECSB8LeDS52Znzi57JKW5IP9so/edit?usp=sharing

Learning outcomes

At the end of the course, the learner will be able to analyse artefacts and everyday appearances of visual culture by using tools and methods of the discipline of visual culture consciously in order to gain a deeper understanding of our contemporary symbolic and material reality. Also students will be able to take into account the political, social and environmental context of contemporary visual culture as factors influencing representational regimes.

Additional information

Course requirements
none

Time zone
CET (Spain, France, Germany, Netherlands, Hungary, Norway)

Language of instruction
English

Mode of delivery:
hybrid (students of the CHARM partners join online, local students on campus)

Planned educational activities and teaching methods
seminars, group works, presentations, debates

Start date of course:

10/09/2024	Learning Management System **canvas**
End date of course: **10/12/2024**	Assessment methods **presentation and class activity**
	Certification **Transcript of records**
Contact hours per week for the student: **1,5 (one 90 minute session/week)**	Course literature (compulsory or recommended): **Durante, T. (2021). Global Consciousness and New Visual Order: The Populist Aesthetic Challenge.https://www.researchgate.net/publication/354184024_Global_Consciousness_and_New_Visual_Order_The_Populist_Aest**
Specific regular weekly teaching day/time **Tuesdays 8:30-10:00**	**Hall, S. (1997). Representation . The work of representation.1-28, Sage Publications. Hansen, A. (2017). Using visual images to show problems. In A.F. Fill & H. Penz (eds.). The Routledge handbook of ecolinguistics (pp. 179-195). Routledge. Howells, R., & Negreiros Visual culture(Ideology:pp 87-122). John Wiley & Sons. Mirzoeff, N. (1999). An introduction to visual culture (1st ed.)pp 1-35. Rout (2016, December 8.). "" New Inquiry, Invisible Images (Your Pictures Are Looking at You) – The New Inquiry Primig, F., Szabó, H. (2023). Remixing war: An analysis of the reimagination of the Russian–Ukraine war on TikTok. Frontiers in Political Science,(5). https://www.frontiersin.org/articles/10.3389/fpos.2023.1085149/full Schroeder, J. (2021). The selfie in consumer culture. In Neumülle Visual Culture Approaches to the Selfie (pp. 166-187). Routledge. Vrabič Dežman, D. (2024). Promising the future, encoding the pas public media imagery. AI and Ethics, 1-14. Further reading: Boylan, A. L. (2020). When? Visual culture (pp 112-142). MIT Press. E Ghötlund (2023). Foundations of visual communication. How visuals appear in Daily Life. Routledge pp 66-90. Gillian, R. (2012). Th method: practice, reflexivity and critique in visual culture studies. In I. Heywood & B. Sandywell (eds). The Handbook of Visual Cu 558.). Berg. Jaffe, R. (2018). Cities and the political imagination. The Sociological Review, 66(6), 1097-1110. Knorr, L. (2016). Divide The visual culture of urban segregation. Landscape Journal, 35(1), 109-126. Miller, A. I. 2019. The Artist in the Machine: The Worl Creativity. MIT Press. Peraica, A. (2017). Histories of self-observation. In A. Peraica. Culture of the Selfie. Self-Representation in Co Visual Culture (Vol. 24, pp 18-31). Institute of Network Cultures. Salah, A. A. A. (2021). AI Bugs and Failures: How and Why to Rer Algorithms More Human?. In Verdegem, P. (Ed.). AI for Everyone? (pp 207-231). University of Westminster Press Smith, M. (2009) History to Visual Culture Studies? Questions of History, Theory, and Practice. Journal of History of Modern Art (26),163-210. Stahl Strike of the eye. Through the crosshairs: War, visual culture, and the weaponized gaze(pp 1-23). Rutgers University Press.**
	Number of places available for CHARM students **5**

Other relevant information

All information about the course, including a preliminary syllabus with weekly details of the curriculum is available here:https://docs.google.com/document/d/1P7Xzi1AzONq2ZV6MsECSB8LeDS52Znzi57JKW5IP9so/edit?usp=sharing

CHARM-EU