

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES  
COURSE SYLLABUS

Course Details					
<b>Code</b>				<b>Academic Year</b>	<b>Semester</b>
KKW220				2	4
<b>Title</b>	<b>T</b>	<b>U</b>	<b>L</b>	<b>ECTS</b>	
Visual Culture and Communication Research (Visual Sciences)	3	-	-	6	
<b>Language</b>	Turkish / German				
<b>Level</b>	<b>Undergraduate</b>	x	<b>Graduate</b>		<b>Postgraduate</b>
<b>Department / Program</b>	Culture and Communication Sciences				
<b>Forms of Teaching and Learning</b>	Regular				
<b>Course Type</b>	<b>Compulsory</b>	x	<b>Elective</b>		
<b>Objectives</b>	Pointing out the visibility of our daily lives and power relations, this seminar aims at exploring the opportunities and challenges of using images to understand our culture.				
<b>Content</b>	This seminar introduces the key subjects of visual culture across various visual media and cultural arenas. It will primarily study the cultural and political uses of images and the role they play in producing meaning.				
<b>Prerequisites</b>	-				
<b>Coordinator</b>	Prof. Dr. Uwe Hochmuth Dr. Enis Dinç				
<b>Lecturer(s)</b>	Prof. Dr. Uwe Hochmuth Dr. Enis Dinç				
<b>Assistant(s)</b>	-				
<b>Work Placement</b>	-				

Recommended or Required Reading			
<b>Books / Lecture Notes</b>	Müller, Marion G./Geise, Stephanie (2003). Grundlagen der Visuellen Kommunikation: Theorieansätze und Analysemethoden. Stuttgart: UTB.		
<b>Other Sources</b>	Rimmele, Marius/Stiegler, Bernd (2012). Visuelle Kulturen/Visual Culture zur Einführung. Hamburg: Junius Verlag. Lobinger, Katharina (2012). Visuelle Kommunikationsforschung. Medienbilder als Herausforderung für die Kommunikations-- und Medienwissenschaft. Wiesbaden: Springer VS.		
Additional Course Material			
<b>Documents</b>	-		
<b>Assignments</b>	-		
<b>Exams</b>	-		
Course Composition			
<b>Social Sciences</b>	50		%
<b>Expert Knowledge</b>	50		%
Assessment			
		<b>Count</b>	<b>Percentage (%)</b>
<b>Midterm Exam</b>		1	40
<b>Quiz</b>		-	-
<b>Assignments</b>		-	-
<b>Attendance</b>		-	-
<b>Recitations</b>		-	-
<b>Projects</b>		-	-
<b>Final Exam</b>		1	60
		<b>Total</b>	100
ECTS Points and Workload			
<b>Activity</b>	<b>Number</b>	<b>Duration</b>	<b>Total Workload (Hours)</b>
<b>Lectures</b>	14	3	42
<b>Self-Study</b>	12	12	144

Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
<b>Total Workload</b>			188
<b>ECTS Points (Total Workload/ 28)</b>			6

### Learning Outcomes

<b>1</b>	Students will be able to explain how cultural and political meanings are created through images.
<b>2</b>	Students will be able to understand the relationship between power and visuality.
<b>3</b>	Students will be able to analyze the different processes of image-making.
<b>4</b>	Acquiring competence and transformation in relations with visual phenomena.
<b>5</b>	The aim of the course is to provide the ability to meet the demands of many different fields of activity and to overcome the problems caused by the rapid changes in the media profession.

### Weekly Content

<b>1</b>	Introduction
<b>2</b>	Practices of Looking: Images, Power, and Politics
<b>3</b>	Viewers Make Meaning
<b>4</b>	Spectatorship, Power and Knowledge
<b>5</b>	Reproduction and Visual Technologies
<b>6</b>	The Mass Media and the Public Sphere
<b>7</b>	MIDTERM EXAM
<b>8</b>	Consumer Culture and the Manufacturing of Desire
<b>9</b>	Postmodernism and Popular Culture

<b>10</b>	Scientific Looking, Looking at Science
<b>11</b>	Scientific Looking, Looking at Science
<b>12</b>	Visual Culture in the Digital Age
<b>13</b>	Visual Project Presentations
<b>14</b>	FINAL EXAM
<b>15</b>	-

### Contribution of Learning Outcomes to Program Objectives (1-5)

	<b>P1</b>	<b>P2</b>	<b>P3</b>	<b>P4</b>	<b>P5</b>	<b>P6</b>	<b>P7</b>
<b>1</b>	4	4	4	4	5	-	-
<b>2</b>	4	4	4	4	5	-	-
<b>3</b>	4	4	4	4	5	-	-
<b>4</b>	4	4	4	4	5	-	-

**Contribution Level:** 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

<b>Compiled by:</b>	Research Assistant Ozan Can Selçuk
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