

**DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS**

Course Details				
Code	Academic Year			Semester
KKW220	2			4
Title	T	A	L	ECTS
Visual Culture and Communication Research (Visual Sciences)	3	-	-	6
Language	Turkish/ German			
Level	Undergraduate	X	Graduate	Postgraduate
Department / Program	Culture and Communication Sciences			
Forms of Teaching and Learning	Regular			
Course Type	Compulsory	x	Elective	
Objectives	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.			
Content	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.			
Prerequisites	-			
Coordinator	Prof. Dr. Uwe Hochmuth			
Lecturer(s)	Prof. Dr. Uwe Hochmuth			
Assistant(s)	-			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Müller, Marion G./Geise, Stephanie (2003). Grundlagen der Visuellen Kommunikation: Theorieansätze und Analysemethoden. Stuttgart: UTB.			
Other Sources	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				
Documents	-			
Assignments	-			
Exams	-			

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Course Composition

Mathematics und Basic Sciences		%
Engineering		%
Engineering Design		%
Social Sciences	50	%
Educational Sciences		%
Natural Sciences		%
Health Sciences		%
Expert Knowledge	50	%

Assessment

Activity	Count	Percentage (%)
Midterm Exam	1	40
Quiz	-	-
Assignments	-	-
Attendance	-	-
Recitations	-	-
Projects	-	-
Final Exam	1	60
Total		100

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	12	12	144
Assignments	-	-	-
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
Total Work Load			188
ECTS Points (Total Work Load / Hours)			6

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Learning Outcomes

1	Students will be able to explain how cultural and political meanings are created through images.
2	Students will be able to understand the relationship between power and visibility.
3	Students will be able to analyze the different processes of image-making.
4	Acquiring competence and transformation in relations with visual phenomena.
5	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.
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Weekly Content

1	Introduction
2	Practices of Looking: Images, Power and Politics
3	Viewers Make Meaning
4	Spectatorship, Power and Knowledge
5	Reproduction and Visual Technologies
6	The Mass Media and the Public Sphere
7	Midterm Exam
8	Consumer Culture and the Manufacturing of Desire
9	Postmodernism and Popular Culture
10	Scientific Looking, Looking at Science
11	Scientific Looking, Looking at Science
12	Visual Culture in the Digital Age
13	Visual Project Presentation
14	Final Exam
15	-

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

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	P1	P2	P3	P4	P5	P6	P7
1	4	4	4	4	5	-	-
2	4	4	4	4	5	-	-
3	4	4	4	4	5	-	-
4	4	4	4	4	5	-	-
5							
6							
7							
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12							

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

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Compiled by: Res. Asst. Melih Pehlivan

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