

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

Course Details					
Code			Academic Year		Semester
KKW220			2		4
Title			T	A	L
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		This course forms the theoretical and methodological basis for the central topic of communication science. Students will consolidate and deepen the knowledge acquired in the second semester. The course "Visual Culture and Communication Research" focuses on the central role and significance of visibility and visual forms in the present. Along the contradictory constellations of cultural events, visual culture considers the variety of forms and practices in which culture is visualized in different media. For example, images, films, television, advertising, video games, and the Internet are analyzed.			
Content		In the course "Visual Culture and Communication Research" the creative production of communicative images, graphics and texts for use in the public sphere plays an important role. However, the spectrum of information exchange to be designed has expanded beyond the use of traditional graphic means of expression. Visual culture and communication research therefore also refers to the entire environment designed by humans and their communication relationships and to the design of communication processes, media and platforms.			
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.			

<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.
<b>Additional Course Material</b>	
<b>Documents</b>	-
<b>Assignments</b>	-
<b>Exams</b>	-

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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	
	<b>Total</b>	<b>100</b>	
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
		<b>Total Work Load</b>	<b>188</b>
	<b>ECTS Points (Total Work Load / Hours)</b>		<b>6</b>

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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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10							
11							
12							

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

<https://obs.tau.edu.tr/oibs/bologna/index.aspx?lang=tr&curOp=showPac&curUnit=04&curSunit=209#>

**Compiled by:** Res. Asst. Melih Pehlivan

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