



Center for Urban History  
of East Central Europe

## **SEMINAR COURSE “READING VISUAL CULTURE”**

**BY PROF. MAŁGORZATA RADKIEWICZ**

**October 17 – November 15, 2017**

**Syllabus**

**LVIV 2017**

Prof. Małgorzata Radkiewicz

## **"Reading" Visual Culture**

### **Course Format**

Required active attendance at lectures, and participation in discussions. Students will be asked to read text and prepare own visual materials (examples to analyze) in advance of each class session. Students will receive a course reader with printed material for each class.

Tasks of the course:

- how to analyze a particular image in terms of medium, historical and cultural context;
- how to recognize and describe aesthetics of images, and the position (role) of an author of an image;
- how to do research on visual culture depending on the source of images (home collections, museums, digital archives, media);
- how to create narrations of images and about images.

There will be an individual work on one's own projects (written or visual), based on students' own research and materials from the collection of the Centre (digital archives and books) and from other sources.

### **Course demands**

Students will be evaluated according to two criteria:

- Active participation in discussions and seminars;
- Preparation of an essay or a visual project based on an individual research project on a theme proposed either by the instructor or the student.

### **LIST OF ISSUES AND TEXTS:**

#### **Monday 16.10.2017**

**“To SEE” and “to LOOK AT” : How to analyze visual materials in their contexts?**

- 1) John Berger: *Ways of Seeing* (Chapter 1)
- 2) W. J. T. Mitchell: *Showing seeing: a critique of visual culture*

#### **Wednesday 18.10.2017**

**Filmmakers and viewers – both sides of the camera:**

- 1) Rick Altman, *Film/ Genre*
- 2) Judith Mayne, *Pitcuring Spectatorship*, in: *Understanding Narrative*, J. Phelan, P. J. Rabinowitz (red.), Ohio University Press 1994.

#### **Monday 23.10.2016**

**Media as “windows”, “mirrors” or “screens”**

- 1) Byron Reeves, Clifford Naas: *The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places.*
- 2) Katarzyna Bojarska: *Auto-Photo-Biographies*

### **Wednesday 25.10.2017**

#### **On Photography: images and narrations.**

- 1) Susan Sontag, *On Photography (Chapter 7: The Image World)*
- 2) John Berger, *About Looking (Chapter: Usage of Photographs)*

### **Monday 6.11.2017**

#### **Postmodern aesthetics in cinema and visual arts:**

- 1) Marleen Turim, *Cinema of Modernity and Postmodernity*
- 2) Lev Manovich, *Cinema in the Digital Age*

### **Wednesday 8.11.2017**

#### **“Branded world”: advertising, mainstream communication and alternative culture.**

- 1) Naomi Klein “No Logo” (chapter 1, *New Branded World*):
  - -short history of the brand (the role of advertising)
  - -“The Brand’s Death” – true or false?
  - -connection between branding and monopolization (corporations)

### **Monday 13.11.2016**

#### **Digital Space and the Question of “relocation”**

- 1) Francesco Casetti, *Cinema Lost and Found: Trajectories of Relocation*,  
<http://www.screeningthepast.com/2011/11/cinema-lost-and-found-trajectories-of-relocation/>
- 2) Francesco Casetti, *Relocation. Last Supper*

### **Wednesday 15.11.2017**

#### **Private and Public Collections of Visual Materials: From Home Movies and Photos to Digital Archives**

- 1) Abigail Solomon-Godeau, *Artist, Oeuvre, Corpus and Archive: Thinking through Zofia Rydet’s Sociological Record*
- 2) Anne Friedberg, *Virtual Windows*