



COURSE SYLLABUS

Visual Culture Media Project, 7.5 credits

Visual Culture Media Project, 7,5 högskolepoäng

Course Code: LVCR28	Education Cycle: Second-cycle level
Confirmed by: Director of Education May 30, 2018	Disciplinary domain: Social sciences
Valid From: Autumn 2018	Subject group: MK1
Version: 1	Specialised in: A1N
	Main field of study: Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and understanding

- explain the concept of visual culture
- account for theories of visual representations

Skills and abilities

- apply analytical tools for interpretation of visual representations
- identify and define central areas for the study of visual culture

Judgement and approach

- critically analyze visual culture phenomena

Contents

- The concept of visual culture
- The central ideas of visual culture studies
- The relation between visual culture studies and sustainability
- Theories of visual representations
- Analytical tools for interpretation of visual culture phenomena

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups.

An e-learning platform is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites

The applicant must hold the minimum of a bachelor's degree (i.e. the equivalent of 180 ECTS credits at an accredited university) with at least 90 ECTS credits in media and/or communication studies, journalism or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on instruction and course literature.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided in a study guide distributed at the beginning of the course.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt.

If a student has failed the same examination three times, the student is entitled to request that the next examination be assessed and graded by a new examiner. The decision to accept or reject such a request is made by the vice dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

Two examinations are included. One individual written assignment on theories and methods for analysis and interpretation of visual representations, graded pass or fail, and one individual project involving critical analysis of visual culture phenomena in contemporary society, graded A-F, determining the final course grade.

Registration of examination:

Name of the Test	Value	Grading
Individual written assignment	3 credits	U/G
Individual visual culture project	4.5 credits	A/B/C/D/E/FX/F

Course evaluation

The instruction is followed up throughout the course. At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student representative/student representatives (course developer/s). The evaluation, which is published on the relevant e-learning platform and submitted to the administration, is to function as a basis for future improvements to the course.

Course literature

Hansen, Anders & Machin, David (2013). *Media & Communication Research Methods*. Basingstoke: Palgrave MacMillan. (Pages 174-203) 29 pages.

Mirzoeff, Nicholas (2009). *An Introduction to Visual Culture*. London: Routledge. 330 pages.

Rose, Gillian (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials*. London: Sage. 456 pages.

Articles, appr. 100 pages.

Reference literature

Mirzoeff, Nicholas (2012). *The Visual Culture Reader*. London: Routledge. 686 pages.

Citing Sources – How to Create Literature References

<http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html>

The Interactive Anti-Plagiarism Guide – Jönköping University

Information about plagiarism at higher education institutions

<http://pingpong.hj.se/public/courseId/10565/publicPage.do>

Also available in the course event on the e-learning platform PING PONG