CUL 121

Seeing Culture: Vision, Visuality and The Senses

S2 Day 2014

Dept of Media, Music & Cultural Studies

Contents

General Information 2

Learning Outcomes 2

Assessment Tasks 3

Delivery and Resources 6

Unit Schedule 7

Policies and Procedures 10

Graduate Capabilities 12

Course specific policies and requirements 16

Disclaimer

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General Information

Unit convenor and teaching staff Unit Convenor Anthony Lambert anthony.lambert@mq.edu.au Contact via anthony.lambert@mq.edu.au Y3A140 Email for appointment
Credit points 3
Prerequisites
Corequisites
Co-badged status
Unit description Visual culture brings together a range of theories, practices and texts that explore the relationship between vision, visuality and the way people act in their everyday lives. This unit introduces students to a variety of critical concepts which can be used in the analysis of visual texts. Exploring a range of imagery and media, including film, television, photography and Information Technology, we look at the ways visual culture shapes (and is shaped by) our social worlds, our bodies and identities. In particular we focus on relationships between the visual and normalising practices, contemporary politics, bodies and technologies. Within these relationships we explore the (re)production, performance and use of gender, sexuality, race, ethnicity, fatness and disability. Further to this we explore notions of genre, discourse, power and textuality through the application and testing of methods of visual analysis. Finally we place the visual within the contexts of embodiment, the human sensorium and the everyday.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.

Explain the politicised aspects of visual texts and Cultural Studies approaches to both

their production and content (as discourses, texts, lived realities).

Critically review, analyse and synthesise findings.

Present work in a manner conforming to accepted academic standards in both written and spoken form.

Appraise issues and debates specific to Cultural Studies practice and its associated philosophical and political underpinnings.

Assessment Tasks

Name	Weighting	Due
Participation	5%	Ongoing
Tutorial Exercise	15%	Ongoing
Analysis One	30%	12/09/2014
Responses and Early Assessment	10%	Ongoing
Analysis Two	40%	14/11/2014

Participation

Due: **Ongoing**
Weighting: **5%**

You are required to attend and participate in all of your scheduled tutorials. In addition to your own exercises, you should explicitly engage with, respond to and initiate discussion around the weekly themes and concepts. You must notify your tutor as soon as possible if you believe you may be absent at any stage. Absence without appropriate medical certificates or supporting documentation will result in exclusion from the course. In order to fullfil the requirements of the unit you must attend at least 75% of tutorials unless you have medical documents to support your absence. A failure to attend at leat 75% and to submit suporting documentation will result in failure of the unit.

On successful completion you will be able to:

- Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.
- Explain the politicised aspects of visual texts and Cultural Studies approaches to both their production and content (as discourses, texts, lived realities).
- Appraise issues and debates specific to Cultural Studies practice and its associated

philosophical and political underpinnings.

Tutorial Exercise

Due: **Ongoing**
Weighting: **15%**

You will lead the tutorial for ten minutes. Your tutor will allocate weeks and dates in the first tutorial and the exercises will begin in the second week. You will offer an analysis of one specific visual text - an image or object that you possess or have found in your research using what you believe to be the key terms and concepts with respect to the weekly topics. Define and explain these with examples from the readings and research you have done. You are graded on a series of criteria: conceptual understanding, originality and presentation - each out of five, with a total score out of fifteen. There are no presentations in tutorials following screenings (see screening responses section). Seek assistance from your tutor if you have any problems. If you do not fulfill this assessment task you will loose 15% of your overall grade for this unit.

On successful completion you will be able to:

- Explain the politicised aspects of visual texts and Cultural Studies approaches to both their production and content (as discourses, texts, lived realities).
- Present work in a manner conforming to accepted academic standards in both written and spoken form.
- Appraise issues and debates specific to Cultural Studies practice and its associated philosophical and political underpinnings.

Analysis One

Due: **12/09/2014**
Weighting: **30%**

You will conduct a brief essay-style analysis on a set topic from material covered and associated screenings in the first half of the semester : 1000 Words - Due Tuesday, September 11 by 5pm. Turnitin receipt number required on hard copy.

Criteria for both analysis exercises:

a) Extent to which the essay is focused on the specific question selected

b) Structure: statement of aims in introduction, organisation of material (logical order and flow of discussion), conclusion

c) Clarity of argument, quality of analysis and fluency in cultural studies terms

d) Identification of appropriate themes and concepts from the set texts and further reading and their usefulness in the analysis of examples

e) Use of appropriate evidence to support claims

f) Adequate and appropriate citation of sources

g) Presentation: format, spelling, syntax, grammar and expression

Unless you have been granted Special Consideration, late submission will result in a penalty of 5% per day.

On successful completion you will be able to:

- Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.
- Explain the politicised aspects of visual texts and Cultural Studies approaches to both their production and content (as discourses, texts, lived realities).
- Critically review, analyse and synthesise findings.
- Present work in a manner conforming to accepted academic standards in both written and spoken form.

Responses and Early Assessment

Due: **Ongoing**
Weighting: **10%**

In the tutorial following each of the four full length screenings, you will bring to class a written paragraph that offers 1) a synopsis/description of the film/text and 2) explain how you think the screening relates to the study of visual culture. You will read this to the class and submit a copy to your tutor. This paragraph should be no longer than 200 words. Whilst this is not graded specifically, the first submission in week 3 is used as an **early diagnostic asessment** to identify students who might require help with their work. These submissions are marked as a pass/fail based on whether you submit and whether it is received in the right tutorial. You will lose 2.5% for each missing response.

On successful completion you will be able to:

- Explain the politicised aspects of visual texts and Cultural Studies approaches to both their production and content (as discourses, texts, lived realities).
- Appraise issues and debates specific to Cultural Studies practice and its associated philosophical and political underpinnings.

Analysis Two

Due: **14/11/2014**
Weighting: **40%**

You will conduct a longer essay-style analysis on a set topic from material covered and

associated screenings in the second half of the semester: 1500 Words - Due Tuesday, November 12 by 5pm. Turnitin submission and receipt number required on cover of hard copy. Final analyses are in lieu of exams and require a special consideration application for any possible extension.

Criteria for both analysis exercises:

a) Extent to which the essay is focused on the specific question selected

b) Structure: statement of aims in introduction, organisation of material (logical order and flow of discussion), conclusion

c) Clarity of argument, quality of analysis and fluency in cultural studies terms

d) Identification of appropriate themes and concepts from the set texts and further reading and their usefulness in the analysis of examples

e) Use of appropriate evidence to support claims

f) Adequate and appropriate citation of sources

g) Presentation: format, spelling, syntax, grammar and expression

Unless you have been granted Special Consideration, late submission will result in a penalty of 5% per day.

On successful completion you will be able to:

- Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.
- Explain the politicised aspects of visual texts and Cultural Studies approaches to both their production and content (as discourses, texts, lived realities).
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Delivery and Resources

Delivery Mode: Internal, Daytime

This unit will use: Echo, iLearn, Turnitin

Times and Locations for Lectures and Tutorials

For current updates, lecture times and classrooms please consult the MQ Timetables website: http://www.timetables.mq.edu.au.

Lectures: Fridays, 12:00-2.00pm Y3A Theatre 1(T1)

Tutorials: As per timetable (1hr per week, compulsory attendance)

There are two x one-hour lectures (or a screening) and one weekly tutorial.

Required and recommended resources

You must purchase the COURSE READER for this unit from the Co-op Bookshop before classes commence.

READER:

CUL 121: Seeing Culture Course Reader, 2014.

Unit Schedule

CUL121 Seeing Culture: Vision, Visuality and the Senses Unit Schedule, Semester Two, 2014

Please Note ALL readings below are required weekly readings

Week 1 Friday 8th August

Lecture 1a. Seeing Culture (AL)

Lecture 1b. Seeing Photography (JS)

READINGS:

Reading I: Schirato, T and Webb, J (2004) 'Introduction' and Chapter 1 'Reading the Visual', in *Reading the* Visual, Sydney: Allen & Unwin, pp. 11-33.

Reading II: Van House, N.A (2011) 'Personal photography, digital technologies and the uses of the visual', *Visual Studies*, 26: 2, pp. 125-134.

Week 2 Friday 15th August

2a. Seeing Signs (AL)

2b. Seeing Commodities (JP)

READINGS:

Reading I: Asa Berger, Arthur (2005) *Media Analysis Techniques*, London: SAGE, pp. 3-42.

Reading II: Sturken, Marita and Lisa Cartwright (2001) *Practices of Looking: An Introduction to Visual Culture*, New York: Oxford University Press, pp. 189-236.

Week 3 Friday 22nd August

3. Seeing Gendered and Ethnic Bodies - *Teddy Bear* (2012) (Denmark/ Thailand)

READINGS:

Reading I: McCreary, D.R., Saucier, D.M. & Courtenay, W.H. (2005) 'The Drive for Muscularity and Masculinity: Testing the Associations Among Gender-Role Traits, Behaviours, Attitudes, and Conflict', *Psychology of Men & Masculinity*, 6: 2, pp. 83–94.

Reading II: Angeles, L. & S. Sunata (2007)'"Exotic Love at Your Fingertips": Intermarriage Websites, Gendered Representation, and the Transnational Migration of Filipino and Thai Women', *Kasarinlan: Philippine Journal of Third World Studies*, 22: 1, Available: http://journals.upd.edu.ph/index.php/kasarinlan/article/viewArticle/360

Week 4 Friday 29th August

4a. Seeing Technology (JP)

4b. Seeing Science and Medicine (NM)

READINGS:

Reading I: Shirato & Webb, Chapter 2, 'Visual Technologies', pp.35-56.

Reading II: Sturken, M. and Cartwright, L. (2001) 'Scientific Looking, Looking at Science', Practices of Looking: an Introduction to Visual Culture, Oxford and New York: OUP, pp. 279-300.

Week 5 Friday 5th September

5a. Seeing Fat (AL)

5b. Seeing Disability (NM)

READINGS:

Reading I: Murray, S. (2005) 'Doing Politics or Selling Out?: Living the Fat Body', *Women's Studies: An Interdisciplinary Journal*, 34 (3-4), pp. 265-277.

Reading II: Garland-Thomson, R. (2002) 'The Politics of Staring: Visual Rhetorics of Disability in Popular Photography' in from Snyder, S. L., Bruggemann, B. J. and Garland-Thomson, R. (eds), (2002), *Disability Studies: Enabling the Humanities*, New York: MLAA, pp. 56-75.

Week 6 Friday 12th September

6. Seeing Different Sexual Bodies – *The Sessions* (USA)

READINGS:

Reading I: Freckelton, I. (2013) 'Sexual Surrogate Partner Therapy: Legal and Ethical Issues',

Psychiatry, Psychology and Law 20:5, pp. 643-659.

Week 7 Friday 19th September

CONCEPTION DAY (No classes)

SEMESTER BREAK 22nd Sept to 3rd Oct

Week 8 Friday 10th October

8a. Seeing Monsters (AL)

8b. Seeing Crimes (PD)

READINGS:

Reading I: Engle, K. (2007) 'The Face of a Terrorist', *Cultural Studies ≤≥ Critical Methodologies* 7:4, pp. 397-424.

Reading II: Carrabine, E. (2012) 'Just Images: Aesthetics, Ethics and Visual Criminology', *British Journal of Criminology* 52, pp. 463-489.

Week 9 Friday 17th October

9. Seeing Murderous Bodies – *Aileen: Life and Death of a Killer* (USA)

READINGS:

Reading I: Pearson, Kyra (2007) **'**The Trouble with Aileen Wuornos, Feminism's ''First Serial Killer'''', *Communication and Critical/Cultural Studies* Vol. 4, No. 3, September 2007, pp. 256-275.

Week 10 Friday 24th October

10a. Seeing Spectacles (AL)

10b. Seeing Social Media (CL)

READINGS:

Reading I: Schirato T & J. Webb, 'The Media as Spectacle: September 11 as Soap Opera', *Journal of Cultural Research* 8: 4, pp. 411-423.

Reading II: Evers, C. W., Albury, K., Byron P. and K. Crawford (2013) 'Young people, social media, social network sites and sexual health communication in Australia', *International Journal of Communication* (2013), pp. 263-280.

Week 11 Friday 31st October

11. Seeing Technological Bodies: *RoboGeisha* (Japan)

READINGS:

Reading I: Robertson, Jennifer (2010) 'Gendering Humanoid Robots: Robo-Sexism in Japan', *Body & Society* 16:1, pp. 1-36.

Week 12 Friday 7th November

12a. Seeing Robotics (YS)

12b. Seeing Changing Performances (KR)

READINGS:

Reading I: Sone, Yuji (2008) 'Realism of the unreal: the Japanese robot and the performance of representation'. *Visual Communication*, 7: 3, pp. 345–362.

Reading II: Weisman, R. (2009) 'Being and Doing: The judicial use of remorse to construct character and community,' *Social & Legal Studies* 18:1, pp. 47-69.

Week 13 Friday 14th November (No formal classes)

13. Consultations (AL)/ Submission of final assignment.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy http://mq.edu.au/policy/docs/grading/policy.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the Learning and Teaching Category of

Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application http://www.mq.edu.au/pubstatic/public/download/?id=167914

Information is correct at the time of publication

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://informatics.mq.edu.au/help/.

When using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcome

- Appraise issues and debates specific to Cultural Studies practice and its associated philosophical and political underpinnings.

Assessment tasks

- Participation
- Tutorial Exercise
- Responses and Early Assessment

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.
- Appraise issues and debates specific to Cultural Studies practice and its associated philosophical and political underpinnings.

Assessment tasks

- Participation
- Tutorial Exercise
- Analysis One
- Responses and Early Assessment
- Analysis Two

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.
- Explain the politicised aspects of visual texts and Cultural Studies approaches to both their production and content (as discourses, texts, lived realities).
- Appraise issues and debates specific to Cultural Studies practice and its associated philosophical and political underpinnings.

Assessment tasks

- Participation
- Tutorial Exercise
- Analysis One
- Responses and Early Assessment
- Analysis Two

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.
- Explain the politicised aspects of visual texts and Cultural Studies approaches to both their production and content (as discourses, texts, lived realities).
- Critically review, analyse and synthesise findings.

- Present work in a manner conforming to accepted academic standards in both written and spoken form.
- Appraise issues and debates specific to Cultural Studies practice and its associated philosophical and political underpinnings.

Assessment tasks

- Participation
- Tutorial Exercise
- Analysis One
- Responses and Early Assessment
- Analysis Two

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.
- Explain the politicised aspects of visual texts and Cultural Studies approaches to both their production and content (as discourses, texts, lived realities).

Assessment tasks

- Participation
- Tutorial Exercise
- Analysis One
- Responses and Early Assessment
- Analysis Two

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Assessment task

- Tutorial Exercise

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Memorize basic aspects (contemporary and historical) of visual cultural studies and be able to apply them through a variety of activities and analyses.
- Present work in a manner conforming to accepted academic standards in both written and spoken form.

Assessment tasks

- Participation
- Tutorial Exercise
- Analysis One
- Analysis Two

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Critically review, analyse and synthesise findings.
- Appraise issues and debates specific to Cultural Studies practice and its associated philosophical and political underpinnings.

Assessment tasks

- Participation

- Tutorial Exercise
- Analysis One
- Responses and Early Assessment
- Analysis Two

Course specific policies and requirements

Attendance

CUL 121 requires that students must attend every weekly (hour-long) tutorial. In addition to the formal lectures there are four weeks in which full length films or television programs are screened. Attendance at lectures is strongly advised as lectures and screenings actively supplement the material covered in readings and provide the basis for tutorial activities and essay questions. Lectures may be found on i-lecture and abbreviated notes will be posted to iLearn.

Examination(s)

There is no examination for CUL121. Please see notes regarding final assessment.

Assignment submission

ALL ASSIGNMENTS to be submitted in boxes, ground floor W6A. Ensure you have provided your turnitin receipt number on the coversheet. You must structure and reference essays appropriately, including a full and correct bibliography. See relevant sections in this guide for details with respect to turnitin, plagiarism and academic writing services.

Extensions and penalties

You must complete all components of this course in order to pass the unit. Work submitted late without extension or proof/documentation of extenuating circumstances will incur a five percent penalty for each day after the due date. Final essays are in lieu of examinations, therefore late essays will not be marked unless you have made an appropriate formal application for special consideration .