



CUL 121

Seeing Culture: Vision, Visuality and The Senses

MQC1 Day 2014

Dept of Media, Music & Cultural Studies

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

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Moderator

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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
<u>Participation</u>	5%	Ongoing
<u>Tutorial Exercise</u>	15%	Ongoing
<u>Analysis One</u>	30%	Week 6
<u>Analysis Two</u>	40%	Week 13
<u>Responses and Early Assessment</u>	10%	Ongoing

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 fulfil 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 least 75% and to submit supporting 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%**

This is an ongoing exercise starting from Week 3. Your lecturer will divide you into Learning Groups of 3-5 people. Each group will present on a particular week by answering the following questions:

- a) What are the main points covered in the lecture?
- b) How are these main points related to the reading(s)?
- c) What did you find interesting from the reading(s)?
- d) What visual example(s) can you find that demonstrate or contradict the main political/theoretical/socio-cultural norms discussed in the lecture and/or reading(s)?

Minimum time limit: 15 minutes

Maximum time limit: 35 minutes

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: **Week 6**

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: Week 6. 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.

Analysis Two

Due: **Week 13**

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 Week 13. 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).
- 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 assessment** 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.

Delivery and Resources

Delivery and Resources

Classes

Lectures	2 hours. Feature length films will be shown during some lectures
Tutorials	1 hour

The timetable for classes can be found on the MQC Student Portal at: <http://student.mqc.edu.au/>

Required and Recommended Texts and/or Materials

All relevant readings are available online or will be posted on iLearn.

Technology Used and Required

Use of the internet (especially familiarity with iLearn) is needed to keep up to date and access information relevant to CUL121.

Learning and Teaching Activities

For some weeks, a feature length film will be shown in lieu of a traditional lecture. Tutorials will enable students to discuss the film at length, as well as any relevant points relating to the lecture and the readings.

Unit Schedule

Week	Topic	Readings
Week 1 Friday 21 March	Lecture: Seeing Culture Tutorial: Introduction	Schirato, T and Webb, J (2004) 'Introduction' and Chapter 1 'Reading the Visual', in Reading the Visual, Sydney: Allen & Unwin, pp. 11-33.
Week 2 Friday 28 March	Lecture: Seeing Signs Tutorial: Seeing Culture	Asa Berger, Arthur (2005) Media Analysis Techniques, London: SAGE, pp. 3-42. Sturken, Marita and Lisa Cartwright (2001) <i>Practices of Looking: An Introduction to Visual Culture</i> , New York: Oxford University Press, pp.189-236.

<p>Week 3</p> <p>Friday 4 April</p>	<p>Lecture: Seeing Gender & Power</p> <p>Film: <i>Hard Candy</i></p> <p>Tutorial: Seeing Signs</p> <p>Tutorial Exercises/ Presentations Begin.</p>	<p>Mulvey, Laura (1975) 'Visual Pleasure and Narrative Cinema', <i>Screen</i>, 16:3, pp.6-18.</p>
<p>Week 4</p> <p>Friday 11 April</p>	<p>Lecture: Essay Skills Workshop</p> <p>Tutorial: Discussion of <i>Hard Candy</i> (submit film response)</p>	<p>Sample essays will be provided in class.</p>
<p>Week 5</p> <p>Friday 18 April</p> <p>Easter break</p>	<p>Film screening: <i>Food Inc</i></p> <p>Topic: Seeing Consumerism</p>	<p>Sweet, Melissa (2010, June 16) 'Food Inc. Why it's so relevant for Australian audiences'</p> <p>http://blogs.crikey.com.au/croakey/2010/06/16/food-inc-why-its-so-relevant-for-australian-audiences/</p> <p>Lang, Steven (2011) 'Using the Sociological Imagination in the Classroom to Explore Green Consumerism', <i>In Transit</i>, vol.5, Spring, pp. 31-43. http://ctl.laguardia.edu/journal/v5/pdf/InTransit_Spring11_v5_lang.pdf</p>
<p>Week 6</p> <p>Friday 25 April</p> <p>Anzac Day break</p>	<p>Film screening: <i>Immigration Nation</i></p> <p>Topic: Seeing Nationalism</p> <p>Analysis 1 is due by 5 pm today. Film response is also due.</p>	<p>Perera, Suvendrini, 'Who will I become' http://www.acrawsa.org.au/files/ejournalfiles/98SuvendriniPerera.pdf</p>
<p>Week 7</p> <p>Friday 2 May</p>	<p>Lecture: Seeing Food, Nation & Migration</p> <p>Tutorial: Seeing Nationalism/Discussion of <i>Immigration Nation</i></p>	<p>Han, Alan (2007) 'Can I tell you what we have to put up with? Stinky Fish and Offensive Durian', <i>Continuum</i>, vol. 21, no. 3, pp. 361-377.</p>

<p>Week 8 Friday 9 May</p>	<p>Lecture: Seeing Criminals/Trespassers 1: Deporting Citizens Tutorial: Seeing Food, Nation & Migration</p>	<p>Pugliese, Joseph. 'The locus of the non': http://www.borderlands.net.au/vol2no3_2003/pugliese_non.htm The lies that kept Vivian Alvarez hidden for years http://www.smh.com.au/news/national/the-lies-that-kept-vivian-alvarez-hidden-for-years/2005/08/19/1124435144969.html</p>
<p>Week 9 Friday 16 May</p>	<p>Lecture: Seeing Criminals/Trespassers 2 Film: <i>Lest We Forget</i> Tutorial: Seeing Criminals/Trespassers 1: Deporting Citizens</p>	<p>Oswaldo Bonuto, "¿J?accuse?: Internment" Engle, Karen. "The face of a terrorist" <i>Cultural Studies Critical Methodologies</i> , 7:4 , 2007 , 397-424</p>
<p>Week 10 Friday 23 May</p>	<p>Lecture: Seeing (Ab)normality & (Dis)ability Tutorial: Seeing Criminals/Trespassers 2/ Discussion of <i>Lest We Forget</i></p>	<p>Garland-Thomson, Rosemarie. (2002) 'The Politics of Staring: Visual Rhetorics of Disability in Popular Photography' pp.56-75 Murray, Samantha. (2005) 'Doing Politics or Selling Out?: Living the Fat Body', pp. 265-277</p>
<p>Week 11 Friday 30 May</p>	<p>Lecture: Seeing Humans/ Technology Tutorial: Discussion of <i>Lest We Forget</i> (submit film response)</p>	<p>Laforteza, Elaine Prosthetics and the chronically ill body: living with Type 1 Diabetes and an insulin pump (unpublished) Sullivan, Nikki & Murray, Samantha (2009) 'Introduction' <i>Somatechnics: Queering the technologisation of Bodies</i> pp. 1-10</p>
<p>Week 12 Friday 6 May</p>	<p>Lecture: Essay preparation Tutorial: Seeing Humans/ Technology</p>	<p>TBC</p>
<p>Week 13 Thurs 13 May</p>	<p>Unit recap Analysis 2 is due at the start of the lecture today.</p>	<p>None</p>

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/

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F – Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

For further information, please refer to the following link:

<http://universitycouncil.mq.edu.au/legislation.html>

Grade Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

<http://www.city.mq.edu.au/reviews-appeals.html>

Attendance at Macquarie City Campus

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally Macquarie City Campus monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the section below on Special Consideration for more details about this.

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

Student Support at Macquarie City Campus

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing info@city.mq.edu.au with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

StudyWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills
- Personal assistance with your learning & study related questions

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.

IT Help at Macquarie City Campus

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/> or call 02 9850-4357.

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 and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

Graduate Capabilities

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

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

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

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

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

- Analysis One
- Analysis Two
- Responses and Early Assessment

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
- Responses and Early Assessment

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

- Analysis One
- Analysis Two

Course specific policies and requirements

Attendance

CUL 121 requires that students must attend every weekly (hour-long) tutorial and weekly 2 hours lecture. In

In addition to the formal lectures there are several 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. Lecture slides are available on iLearn after the lecture is delivered.

Examination(s)

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

Assignment submission

Analysis 1: **email and turnitin submission due Week 6. Hard copy submission due Week 7.**

Analysis 2: **email, hard copy, and turnitin submission due Week 13.**

Tutorial Exercise: **This is an ongoing exercise starting from Week 3. Your lecturer will divide you into Learning Groups of 3-5 people. Each group will present on a particular week by answering the following questions:**

- a) What are the main points covered in the lecture?**
- b) How are these main points related to the reading(s)?**
- c) What did you find interesting from the reading(s)?**
- d) What visual example(s) can you find that demonstrate or contradict the main political/theoretical/socio-cultural norms discussed in the lecture and/or reading(s)?**

Minimum time limit: 15 minutes

Maximum time limit: 35 minutes

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 .