CUL 121
Seeing Culture: Vision, Visuality and The Senses
S2 Day 2013

Media, Music, Communication and Cultural Studies

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General Information

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<th>Unit convenor and teaching staff</th>
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<tr>
<td>Unit Convenor</td>
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<tr>
<td>Nikki Sullivan</td>
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<td>Contact via <a href="mailto:nikki.sullivan@mq.edu.au">nikki.sullivan@mq.edu.au</a></td>
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<th>Credit points</th>
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<td>3</td>
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<th>Prerequisites</th>
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<th>Corequisites</th>
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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://students.mq.edu.au/important-dates

Learning Outcomes

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

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

Assessment Tasks

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<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tr>
<td>Participation</td>
<td>5%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Tutorial Exercise</td>
<td>15%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Analysis One</td>
<td>30%</td>
<td>11/09/2012</td>
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<tr>
<td>Analysis Two</td>
<td>40%</td>
<td>12/11/2012</td>
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<tr>
<td>Responses and Early Assessment</td>
<td>10%</td>
<td>Ongoing</td>
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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 fulfill 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.

This Assessment Task relates to the following 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.

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.

This Assessment Task relates to the following Learning Outcomes:

• 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: 11/09/2012
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.

This Assessment Task relates to the following 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.

Analysis Two

Due: 12/11/2012
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.

This Assessment Task relates to the following 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.

Responses and Early Assessment

Due: Ongoing

https://unitguides.mq.edu.au/unit_offers/31022/unit_guide/print
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.

This Assessment Task relates to the following Learning Outcomes:

• 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 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](http://www.timetables.mq.edu.au).

Lectures: Fridays, 11:00am -1.00pm 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:

READER:

*CUL 121: Seeing Culture Course Reader, 2012.*

Unit Schedule

*Week 1*
Unit guide CUL 121 Seeing Culture: Vision, Visuality and The Senses

Lecture a) Seeing Culture (Nikki Sullivan)

Lecture b) Seeing Bodies (Nikki Sullivan)

Reading I:


Reading II:


Week 2

Lecture a) Seeing Signs (Jane Simon)

Lecture b) Seeing Commodity Signs (Joseph Pugliese)

Reading I:


Reading II:

**Presentations begin in week two.**

**Week 3**

**Screening:** *Alexandra’s Project* (AUS, 2003)

**Reading I:**


**Reading II:**


**Week 4**

**Lecture a) TBA**
**Unit guide** CUL 121 Seeing Culture: Vision, Visuality and The Senses

**Lecture b)** TBA

**Reading I:**


**Reading II:** TBA

**Week 5**

**Lecture a)** Seeing Disability (Nicole Matthews)

**Lecture b)** Seeing Fat (Samantha Murray)

**Reading I:**


**Reading II:**

**Week 6**  
**Screening:** *Food Inc* (2009)

**Reading I:**


**Reading II:**


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**Week 7**

**Lecture a)** Seeing Monsters (Nikki Sullivan)

**Lecture b)** Seeing Criminality (TBA)

**Reading I:**


**Reading II:** TBA

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**Semester Break**  
**Sept 16 - 27**
Week 8

Screening: Monster (2003)

Reading I:


Week 9

Lecture a) Seeing Technologies (Joseph Pugliese)

Lecture b) Seeing Social Networking (Catharine Lumby)

Reading I: TBA

Reading II: TBA

Week 10

Reading week – no lectures or tutorials

Week 11
Lecture a) Seeing Robotic Performances (Yuji Sone)

Lecture b) Seeing Changing Performances (Kate Rossmanith)

Reading I:


Reading II:


Week 12 Screening: *RoboGeisha* (2009)

Reading I:

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:


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

Student Support

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

UniWISE provides:

- Online learning resources and academic skills workshops [http://www.students.mq.edu.au/support/learning_skills/](http://www.students.mq.edu.au/support/learning_skills/)
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service

Details of these services can be accessed at [http://www.student.mq.edu.au/ses/](http://www.student.mq.edu.au/ses/).

Equity Support

Students with a disability are encouraged to contact the [Disability Service](http://www.mq.edu.au/healthandwellbeing/) who can provide appropriate help with any issues that arise during their studies.

IT Help

If you wish to receive IT help, we would be glad to assist you at [http://informatics.mq.edu.au/help/](http://informatics.mq.edu.au/help/).

When using the university's IT, you must adhere to the [Acceptable Use Policy](http://www.mq.edu.au/healthandwellbeing/). The policy applies to all who connect to the MQ network including students and it outlines what can be done.
Graduate Capabilities

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

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

**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

**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

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

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

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.