CUL 121
Seeing Culture: Vision, Visuality and The Senses
MQC1 Day 2014
Dept of Media, Music & Cultural Studies

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# General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
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<tbody>
<tr>
<td><strong>Unit Convenor</strong></td>
</tr>
<tr>
<td>Elaine Laforteza</td>
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<tr>
<td>Contact via <a href="mailto:elaine.laforteza@mq.edu.au">elaine.laforteza@mq.edu.au</a></td>
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<tr>
<td><strong>Moderator</strong></td>
</tr>
<tr>
<td>Anthony Lambert</td>
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<tr>
<td><a href="mailto:anthony.lambert@mq.edu.au">anthony.lambert@mq.edu.au</a></td>
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<tr>
<td>Contact via <a href="mailto:anthony.lambert@mq.edu.au">anthony.lambert@mq.edu.au</a></td>
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<table>
<thead>
<tr>
<th>Credit points</th>
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<tr>
<td>Prerequisites</td>
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<tr>
<td>Corequisites</td>
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<tr>
<td>Co-badged status</td>
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## 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](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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<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>Week 6</td>
</tr>
<tr>
<td>Analysis Two</td>
<td>40%</td>
<td>Week 13</td>
</tr>
<tr>
<td>Responses and Early Assessment</td>
<td>10%</td>
<td>Ongoing</td>
</tr>
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</table>

**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.

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%

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

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: 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.

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: 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.

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
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 and Resources

Classes

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Lectures</td>
<td>2 hours. Feature length films will be shown during some lectures</td>
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<tr>
<td>Tutorials</td>
<td>1 hour</td>
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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

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
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</table>
| Week 1 | Lecture: Seeing Culture  
| Week 2 | Lecture: Seeing Signs  
3-42.  
| Week 3 | Lecture: Seeing Gender & Power  
Film: Hard Candy  
Tutorial: Seeing Signs  
Tutorial Exercises/Presentations Begin. | Mulvey, Laura (1975) 'Visual Pleasure and Narrative Cinema', Screen, 16:3,  
pp.6-18. |
| Week 4 | Lecture: Essay Skills Workshop  
Tutorial: Discussion of Hard Candy (submit film response) | Sample essays will be provided in class. |
| Week 5 | Film screening: *Food Inc*  
Topic: Seeing Consumerism | Sweet, Melissa (2010, June 16) ‘Food Inc. Why it’s so relevant for Australian audiences’  
| Week 6 | Film screening: *Immigration Nation*  
Topic: Seeing Nationalism  
| Week 7 | Lecture: Seeing Food, Nation & Migration  
Tutorial: Seeing Nationalism/Discussion of *Immigration Nation* | Han, Alan (2007) ‘Can I tell you what we have to put up with? Stinky Fish and Offensive Durian’, *Continuum*, vol. 21, no. 3, pp. 361-377. |
| Week 8 | Lecture: Seeing Criminals/Trespassers 1: Deporting Citizens  
The lies that kept Vivian Alvarez hidden for years  
| Week 9 | Lecture: Seeing Criminals/Trespassers 2  
Film: *Lest We Forget*  
Tutorial: Seeing Criminals/Trespassers 1: Deporting Citizens | Osvaldo Bonuto, “?J?accuse?: Internment”  
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<tbody>
<tr>
<td>Week 11</td>
<td>Monday</td>
<td>30 May</td>
<td>Lecture: Seeing Humans/ Technology</td>
<td>Laforteza, Elaine</td>
</tr>
<tr>
<td></td>
<td>Monday</td>
<td>30 May</td>
<td>Tutorial: Discussion of Lest We Forget (submit film response)</td>
<td>Prosthetics and the chronically ill body: living with Type 1 Diabetes and an insulin pump (unpublished)</td>
</tr>
<tr>
<td>Week 12</td>
<td>Monday</td>
<td>6 May</td>
<td>Lecture: Essay preparation</td>
<td>TBC</td>
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<tr>
<td></td>
<td>Monday</td>
<td>6 May</td>
<td>Tutorial: Seeing Humans/ Technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Monday</td>
<td>6 May</td>
<td>Unit recap</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td>Monday</td>
<td>6 May</td>
<td>Analysis 2 is due at the start of the lecture today.</td>
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</table>

### Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](http://mq.edu.au/policy/docs/). Students should be aware of the following policies in particular with regard to Learning and Teaching:


[https://unitguides.mq.edu.au/unit_offers/42337/unit_guide/](https://unitguides.mq.edu.au/unit_offers/42337/unit_guide/)

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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/](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:


For further information, please refer to the following link:


**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.

[https://unitguides.mq.edu.au/unit_offerings/42337/unit_guide/print](https://unitguides.mq.edu.au/unit_offerings/42337/unit_guide/print)
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 Enquiry Service

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

**Equity 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.

**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.

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.
Graduate Capabilities

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
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

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 and weekly 2 hours lecture. 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.