INTRODUCTION: Course Objectives; Topics; Approach; Assignments

Lecturer: Ma Ran

SCHEDULE OF CLASSES
- Visual Culture
- Popular Culture
- Theories of Globalization
- The Jinn: Monsters from the Islamic World
- Ways of Seeing, John Berger

Pre-requisite reading recommended for students new to the study of visual culture, as well as "The Jinn: Monsters from the Islamic World" in the Jinn: Monsters from the Islamic World, "Ways of Seeing" by John Berger, "Ways of Seeing" and videos available at YouTube.

John Berger, "Ways of Seeing"

"Ways of Seeing" by John Berger is recommended for students new to the study of visual culture. It provides an introduction to the way images and the world around us are perceived and understood. The book emphasizes how images are powerful instruments and how they can be used to manipulate our perceptions. It encourages critical thinking and questions the role of images in society.
SCHEDULE OF CLASSES

Visual Culture

Popular Culture

Theories of Globalisation
John Berger "Ways of Seeing"

...The way we see things is affected by what we know or what we believe...We only see what we look at. To look is an act of choice. ...soon after we can see, we are aware that we can also be seen. The eye of the other combines with our own eye to make it fully credible that we are part of the visible world.

An image is a sight which has been recreated or reproduced. It is an appearance, or a set of appearances, which has been detached from the place and time in which it first made its appearance and preserved...Every image embodies a way of seeing.
postmodernism: "visual culture is a tactic with which to study the genealogy, definition and functions of postmodern everyday life...the disjunctured and fragmented culture that we call postmodernism is best imagined and understood visually"

visualizing: "VC does not depend on pictures but on this modern tendency to picture or visualize existence"

everyday life: "it is a fluid interpretive structure, centered on understanding the response to visual media of both individuals and groups in everyday life"
Evolution of the iOS Home Screens
The new Voice Memos app focuses on your vocal waveforms rather than fancy skeuomorphic microphones.

http://www.macword.com/article/2048983/get-to-know-7-memos.html
Practices of Looking, and more...

Istanbul, Tokyo, Madrid
Olympics 2020
Promotional Videos

http://news.goo.ne.jp/megapicture/2013年09月08日/gettyimages-20130908-07.html

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Recommended reading recommended for students new to the study of visual images: in the 1st week, read one article from the following: "The Unnameable" by T.E. Paterson, "What is Art For?" by Rosalyn Drexler, "Reflections of Technology" by Dave Hickey. Both text excerpts of John Berger's "Ways of Seeing" are available online at YouTube.

John Berger "Ways of Seeing"
Film for discussion

Blow-up, dir. Michelangelo Antonioni, 1966 (library)

http://oldhollywood.tumble.com/image/6645709427