


國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	視覺文化理論		學年/學期 Academic Year/Semester	105/1
課程名稱(英文) Course Name in English	Theories in Visual Culture			
科目代碼 Course Code	EL_51770	系級 Department & Year	碩士	開課單位 Course-Offering Department
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)	3.0/3.0	
授課教師 Instructor	/王君琦			
先修課程 Prerequisite				
課程描述 Course Description				
We are living in an era in which visual culture permeates our daily lives that shapes our understanding of the world and affects how we see ourselves and others. This course leads students to understand and to interpret images from cultural and sociological perspectives by presenting a diverse range of approaches to visual analysis and key theories of visual culture.				
課程目標 Course Objectives				
Over the last two decades, the field of visual studies has gained wide attention as a topic of research and teaching in response to the ever-growing image culture. This goal of this course is to provide a critical introduction to the history, methods, and current debates within this interdisciplinary field while exploring the overlap between images, texts, and material objects. Along with our interrogation of the ever-widening array of images and objects available for viewing, we will also address the issue of cultural specificity of vision and the power dynamics between the onlooker and the gazed object.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.'s Education Objectives
A	具備對英美文化與文學史的基礎了解Ability to understand English and American cultures and their literary histories.			●
B	具備當代文學理論基礎認識與應用能力Knowledge of contemporary literary theories and ability to apply them.			●
C	具備閱讀鑑賞與分析跨界(語言、種族、性別、宗教等)文本的基本能力Ability to appreciate and to analyze texts in different aspects: language, ethnicity, gender, sexuality, and religion.			●
D	具備多元藝術媒體形式鑑賞力Ability to appreciate different arts.			●
E	具備批判思考與獨立研究能力The program trains students both to think and research independently			●
F	具備資料蒐集、文本分析、書面及口頭報告的能力Ability to gather materials required for textual analysis in preparation for either oral or written reports.			●
圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated				
授課進度表 Teaching Schedule & Content				
週次 Week	內容 Subject/Topics			備註 Remarks
1	Course Introduction			

2	Holiday	
3	Coming to Terms with Visual Culture 1. Matthew Rampley, "Visual Culture and the Meanings of Culture," <i>Exploring Visual Culture</i> , 5-17. (CR) 2. Nicholas Mirzoeff, "Introduction: What is Visual Culture?," <i>An Introduction to Visual Culture</i> , 1-33. (CR) 3. Tony Schirato and Jen Webb, "Reading the Visual," <i>Understanding the Visual</i> , 11-33. (CR) 4. Irit Rogoff, "Studying Visual Culture," <i>The Visual Culture Reader</i> , 24-36. (CR)	
4	Reading Images 1. Theo Van Leeuwen, "Semiotics and Iconography," <i>Handbook of Visual Analysis</i> , 92-118. (CR) 2. Sunil Manghani, Arthur Piper and Jon Simons, "Semiotics," <i>Images: A reader</i> , 101-123. (CR) 3. Roland Barthes, "The Photographic Message," <i>Image, Music, Text</i> . 15-31 (PDF) 4. Roland Barthes, "Rhetoric of the Image," <i>Image, Music, Text</i> . 32-51. (PDF)	
5	Society of Spectacle 1. Guy Debord, "Separation Perfected," "The Commodity as Spectacle," and "Unity and Division within Appearance," <i>Spectacle of Society</i> . (PDF) 2. Douglas Kellner, "Media Spectacle and Media Events: Some Critical Reflections," <i>Media Spectacle Ch1</i> . (E-book available through NDHU library)	
6	10/13 Advertising 1. Roland Barthes, "Myth Today." <i>Mythologies</i> , 109-143. (PDF) 2. Judith Williamson, "Advertising Work," <i>Decoding Advertisement</i> , 17-34. (PDF) 3. John Berger, <i>Ways of Seeing</i> , 129-155. (PDF)	
7	Photography 1. Nicholas Mirzoeff, "The Age of Photography" (1839-1982), <i>An Introduction to Visual Culture</i> , 65-90. (CR) 2. André Bazin, "The Ontology of the Photographic Image," <i>What is Cinema? Volume 1</i> , 9-16. (PDF) 3. Rudolf Amheim, "On the Nature of Photography," <i>Critical Inquiry</i> 1.1 (Sep 1974): 149-161. (PDF) 4. Roland Barthes, <i>Camera Lucida</i> . (excerpt) (PDF)	
8	Panopticonism, Image, and Surveillance (male gaze) 1. Michel Foucault, "Panopticonism," <i>Discipline and Punish: The Birth of the Prison</i> , 195-228. (PDF) 2. John Tagg, "Evidence. Truth, and Order: A Means of Surveillance," <i>Visual Culture: The Reader (Evans & Hall)</i> , 244-273. (CR) 3. David Lyon, "From Big Brother to Electronic Panopticon," <i>The Electronic Eye: The Rise of Surveillance Society</i> , 57-88. (PDF) 4. John Fiske, "Videotech," <i>Visual Culture Reader (Mirzoeff)</i> , 383-391. (CR)	
9	The Issue of Male Gaze 1. Sunil Manghani, Arthur Piper and Jon Simons, "Psychoanalysis," <i>Images: A reader</i> , 145-166. (CR) 2. Laura Mulvey, "Visual Pleasure and Narrative Cinema." <i>Screen</i> 16.3 (1975): 6-18. (PDF) 3. Lucie Arbuthnot and Gail Seneca, "Pretext and Text in <i>Gentlemen Prefer Blondes</i> ," <i>Issues in Feminist Film Criticism</i> , 112-125. (CR) 4. Judith Mayne, "Paradoxes of Spectatorship," <i>Cinema and Spectatorship</i> , 77-104. (CR)	

10	<p>Flâneur as Beholder</p> <ol style="list-style-type: none"> 1. Walter Benjamin, "The Flâneur," Charles Baudelaire, 35-66. (PDF) 2. Michel De Certeau, "Walking in the City," The Practice of Everyday Life, 91-111. (PDF) 3. Chris Jenks, "Watching Your Step: The History and Practice of the Flâneur," Visual Culture, 142-160. (CR) 	
11	<p>Flâneuse in a Shopping Mall</p> <ol style="list-style-type: none"> 1. Walter Benjamin, "The Work of Art in the Age of Mechanical Reproduction," Illuminations, 217-242. (PDF) 2. Ann Friedberg, "The Mobilized and Virtual Gaze in Modernity: Flâneur/Flâneuse" and "Mall," Window Shopping, 15-38, 109-125. (CR) 3. Jing-fen Su, "The Shoppers as Flâneur?-Dialectics Between Flâneur, Gaze, and Space in the Shopping Mall of Metropolitan Cities: Using Global Mall in Taipei as An Example," Asia Culture Forum (2006): 1-20. (PDF) 	
12	<p>Visual Regime of Colonialism</p> <ol style="list-style-type: none"> 1. Terry Smith, "Visual Regimes of Colonialization: Aboriginal Seeing and European Vision in Australia," Visual Culture Reader (Mirzoeff), 483-494. (CR) 2. Anne McClintock, "Soft-soaping Empire: Commodity Racism and Imperial Advertising," Visual Culture Reader (Mirzoeff), 506-518. (CR) 3. Olu Oguibe, "Photography and the Substance of the Image," Visual Culture Reader (Mirzoeff), 565-583. (CR) 4. 劉方瑀, 〈「有名」與「無名」--日治時期殖民者與被殖民者的形象建構〉, 《台灣美術》 58 (2004): 76-95. (CR) 	
13	<p>Racial and Ethnic Others Being Seen</p> <ol style="list-style-type: none"> 1. Franz Fanon. "The Fact of Blackness," Black Skin, White Masks, 109-140. (PDF) 2. Adrian Piper, "Passing for White, Passing for Black," Visual Culture (Mirzoeff), 546-555. (CR) 3. Michele Wallace, "The Prison House of Culture: Why African Art? Why the Guggenheim? Why Now?," Visual Culture Reader (Mirzoeff), 371-382. (CR) 4. Kobena Mercer, "Reading Racial Fetishism: The Photographs of Robert Mapplethorpe," Visual Culture: The Reader (Evans & Hall), 435-447. (CR) 5. Lin Wen-Ling, "Rice Wine and Salt: Politics of Representation in Indigenous Film." Taiwan: A Radical Quarterly in Social Studies 43 (Sep 2001): 197-234. (PDF) 	
14	<p>Biopower and The Medical Gaze</p> <ol style="list-style-type: none"> 1. John O' Neill, "Foucault' s Optics," Visual Culture, 190-201. (CR) 2. Josãe van Dijck, "Mediated Bodies and the Ideal of Transparency," The Transparent Body: A Cultural Analysis of Medical Imagining Ch1. (PDF) 3. Lisa Cartwright, "Decomposing the Body: X Rays and the Cinema," Screening the Body: Tracing Medicine' s Visual Culture Ch4, 107-142. (PDF) 	
15	<p>12/15 Images in the Digital Age</p> <ol style="list-style-type: none"> 1. Nicholas Mirzoeff, "From Virtual Antiquity to the Pixel Zone," An Introduction to Visual Culture, 91-126. (CR) 2. Jean Baudrillard, "Simulacra and Simulations," Jean Baudrillard: Selected Writings, 166-184. (PDF) 3. William Mitchell, "Electronic Tools," The Reconfigured Eye: Virtual Truth in the Post-Photographic Era, 59-80. (CR) 4. Fred Ritchin, Computers Don' t Kill People, In Our Own Image, 27-56. (CR) 	
16	Final paper presentations	
17	Q&A on Final Papers	

18	Individual Conference								
教學策略 Teaching Strategies									
<input checked="" type="checkbox"/> 課堂講授 Lecture <input checked="" type="checkbox"/> 分組討論 Group Discussion <input type="checkbox"/> 參觀實習 Field Trip <input type="checkbox"/> 其他 Miscellaneous:									
學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	15%		✓						
期中考成績 Midterm Exam	0%								
期末考成績 Final Exam	35%				✓				
作業成績 Homework and/or Assignments	35%						✓		
其他 Miscellaneous (論文發表)	15%			✓					
評量方式補充說明 Grading & Assessments Supplemental instructions									
教科書與參考書目 (書名、作者、書局、代理商、說明) Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.) Course Reader									
課程教材網址 (教師個人網址請列在本校內之網址) Teaching Aids & Teacher's Website (Personal website can be listed here.) https://drive.google.com/drive/folders/0BzbCIw1TucJ9WjUwT2RyaFJraWM									
其他補充說明 (Supplemental instructions)									