

READING IMAGES: UNDERSTANDING VISUAL CULTURE

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Duration: 30 hrs (Credit 1)

Course fee: Rs 3000/-

Course Description and Outcome

Visuals are ubiquitous and occupy every aspect of our life. We comprehend the world through the images we consume. Visuals shape our perception of ourselves, our communities, and our realities. The course will enable students to understand, interpret, and critically analyse visuals across various media texts. They will learn the power of images as a form of visual communication. They will be equipped with the tools to decipher images and demystify visuality.

Syllabus

Unit 1: Basic Notions (5 hours)

- How to read an image?
- Object of semiotics
- Defining the signs
- Types of signs
- The Saussurean model

Unit 2: Deconstructing meaning (20 hours)

- Denotation
- Connotation
- Representation
- Myth
- Intertextuality
- Rhetoric
- Male gaze
- Feminist Analysis
- Marxist Analysis

Unit 3: Case studies (5 hours)

Analysis of

- Films
- TV shows
- Advertising
- News
- Internet memes