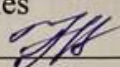


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Approved by
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Head of Department of Ethics, Aesthetics and Cultural Studies
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Head of Scientific and Methodical Commission  (Iryna MASLIKOVA)

« 31 » 08 2021 year

Pr № 2 31.08.2022, prolongation Maslikova I. 

INTRODUCTION

1. The aim of the course is providing a stable system of knowledge about the specifics of theoretical and practical problems of modern visual practices and communication as interdisciplinary field of the humanities.

2. Preliminary requirements for the choice of the course:

1) Prior to studying this course, students **must know** basic cultural theories; basics of Ukrainian legislation in the field of culture.

2) Students **must be able to** collect and interpret information on phenomena of culture, cultural processes and events; to apply basic terms, concepts and classifications of cultural studies in the analysis of social and cultural phenomena and processes.

3) Students **must have basic skills** of scientific research and information management; using of professional cultural information sources in English.

3. Course description: “Visual practices and communication” is the obligatory course and this academic discipline is taught duration 1 year. The course introduces students to the basics of visual culture, which is a new interdisciplinary field of research on the organization of communication in different types of culture. The subject, tasks, theoretical bases, methodologies, the basic directions and problems of modern visual researches are defined. The socio-cultural principles of visual communication are clarified and the socio-cultural dynamics of visual culture (modern and postmodern society) is studied, attention is paid to the methodological problems of constructing the theory of cultural practices of communication. Theoretical principles of organization of human sensuality and its correlation with historical types of cultural practices, the place of visual communication in this process, as well as the basis of the hierarchy of human sensory culture are considered, the main typologies of visual culture are outlined. The variability of modern visual practices, which are the result of the influence of interrelated factors (cultural-historical, social, religious, material and technological), is explained.

4. Tasks (learning objectives) - to master the categorical apparatus of modern theory and history of visual culture and communicative studies; to form an appropriate level of cultural competence. At the end of study, students must demonstrate an array of theoretical knowledge, learn and use this knowledge in their independent research of visual practices. Students must provide an unbiased expert assessment of the studied phenomena of visual communication.

The discipline is aimed at the formation of the following program competencies:

1. Ability to abstract thinking, analysis and synthesis.
2. Ability to communicate in a foreign language.
4. Recognition of social and ethical mission of a culturologist, as well as possibilities and specifics of the practical use of culturological knowledge.
6. Ability to comprehend critically historical achievements and the latest attainments of culture
7. Ability to diagnose, predict, design and model professionally the cultural development of different cultural regions, art and visual culture.

5. The learning outcomes:

As a result of the learning outcomes of the course student must

Learning outcomes (1. To know; 2. To be able to; 3. Communication: 4. Autonomy and responsibility)		Forms and methods of teaching and learning	Methods of assessment	Percentage in the final assessment of the discipline
Code	Learning outcomes			

	To know:			
1.1	Theoretical approach to the studies of visual practices	Lectures, Self-study	Exam	10
1.2	the key concepts of visual practices and communication	Lectures, Self-study	Exam	10
1.3	role of panoptism in organizing of disciplinary practices	Seminars, Self-study	Oral presentation, analytic work, exam	10
1.4	Distinctive features of art visual practices in performing of the Public Sphere	Lectures, Self-study	analytic work, exam	10
	To be able to:			
2.1	to provide an understanding of the specificity of looking practices as cultural practices	Seminars, Self-study	Oral presentation, analytic work	10
2.2	apply modern humanitarian knowledge to the study visual practices	Seminars, Self-study	Oral presentation, analytic work	10
2.3	critically analyze, evaluate images in structure of cultural power	Seminars, Self-study	Oral presentation, analytic work, analyses of texts	10
2.4	collect, systematize, summarize and present information on the experience of functioning of contemporary visual practices	Seminars, Self-study	Oral presentation, analyses of texts, analytic work	10
	Communication:			
3.1	to use foreign language knowledge to analyze cultural literature in preparation for seminars and writing analytic work	Seminars, Self-study	Oral presentation, analytic work	5
3.2	free communication on issues of visual practices with colleagues, the broad scientific community, society in general	Seminars, Self-study	Oral presentation, discussions, analytic work	5
	Autonomy and responsibility:			
4.1	to demonstrate innovativeness, a high degree of autonomy, academic and professional integrity in the visual studies	Seminars, Self-study	analytic work	5
4.2	To demonstrate the ability for continuous self-development and self-improvement as a researcher	Seminars, Self-study	Oral presentation, analytic work	5

6. Correlation of the learning outcomes of the course with the program results

Learning outcomes of the course	Program results											
	1.1	1.2	1.3	1.4	2.1	2.2	2.3	2.4	3.1	3.2	4.1	4.2
1. to understand the specifics and features of the implementation of cultural ideas, images, and meanings, as well as to critically evaluate the possibilities of their interpretation to solve important problems for a society.	+	+		+	+		+					
2. to analyze textual and visual sources of information about cultural phenomena and processes; to verify information according to professional objectives.								+	+	+	+	+
5. to organize and maintain communication with the authorities, research institutions, information and analytical services, mass media about the culture.			+	+					+	+	+	
6. to communicate fluently in official and foreign languages orally and in writing to discuss professional issues, presentation of research results and projects.				+					+	+		
12. to collect, analyze and evaluate empirical facts and interpret them in according to modern theoretical ideas of the relevant field of cultural studies.		+	+		+	+	+					
13. to plan and carry out scientific and applied research in the field of cultural studies, to generate and test hypotheses, to collect evidence and argue conclusions.								+			+	+

7. Assessment Scheme:

7.1. Forms of assessment

Knowledge control is carried out by the ECTS system, which provides two-level assessment of the learned material, in particular the assessment of theoretical training - learning results (knowledge 1.1 - 1.4), which are 40% of the total assessment and assessment of practical training - learning results (to be able to 2.1-2.4); (communication 3.1-3.2); (autonomy and responsibility 4.1-4.2), which are 60% of the total points.

Assessment during the academic period:

- Oral presentation at seminars:** LR 1.3, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2, 4.1, 4.2 –28 / 42 points
- Self-study (analysis of texts):** LR 2.3, 2.4– 4 / 8 points
- Self-study (analytic work “Modern visual practice”):** LR 1.3, 1.4, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2, 4.1, 4.2 –4 / 10 points

The number of scores during the academic period is formed by the scores obtained by the student in the total learning process within this course. The overall assessment during the academic period consists of the scores obtained for the classroom work - 1) oral presentations at seminars, 2) Self-study (analysis of texts), 3) self-study – (analytic work “Modern visual practice”). All kinds of work during the academic period are as a result:

- down to the limit 60 points
- minimum 36 points

In the absence at the seminar, the student must make up missed oral presentation in written form

Final assessment is carried out in the exam:

Final Written Exam - LR 1.1, 1.2, 1.3, 1.4, 2.1, 2.2, 2.3 - 24/40 points

Examination assessment is done in writing. The examination papers consist 2 questions, each of which is rated on a scale of 20 points. So, total score amounts to 40 points in the final exam.

The student is not allowed to take the final exam if he / she has scored less than 20 points during the academic period.

In order to get an overall positive grade from the course, the exam points cannot be less than 24 points. If the student scored less than 24 points in the exam, they are not added to the semester grade (regardless of the number of points gotten during the academic period). In the exam sheet, the “Exam points” column is set to “0”, and only the number of points gotten by student during the academic period is transferred to the “Total number of points” column. The recommended minimum of admission to the exam is 36 points.

In that way, the final grade in the course (minimum 60, maximum 100 points) consists of the sum of points during the study period (minimum 36, maximum 60 points) and final exam (minimum 24, maximum 40 points).

Calculation of the final number of points:

	Number of points during the academic period	Final exam	Total number of points
<i>Minimum</i>	36	24	60
Maximum	60	40	100

7.2 Organization of the assessment:

Activity during the academic period		Number of points during the academic period	
		Min – 36 points	Max – 60 points
Oral presentation at seminars	Topics 1, 2, 3, 4, 5, 7, 8, 11, 12, 13, 14, lessons will be according to learning schedule.	«2» x 14 = 28	«3» x 14 = 42
Self-study	Preparing written analysis of texts on topic 1, 2, 3, 4 is carried out during the academic period	«1» x 4 = 4	«2» x 4 = 8
	Preparing analytic work “Modern visual practice” on topic (8, 11, 12, 13, 14) is carried out during the academic period.	«4» x 1 = 4	«10» x 1 = 10
Number of points during the academic period		36	60
Final exam		24	40
Total number of points		60	100

Assessment criteria:

1. Oral presentation at seminars:

3 points – student is fully familiar with the study material, presents it freely and argumentatively, discloses the content of the task deeply and comprehensively, critically analyzes, evaluates and synthesizes ideas using basic and additional cultural literature. Student demonstrates a high degree of independence.

2 points - student is sufficiently familiar with the study material, presents it freely, but may not have sufficient arguments in the explanations, mainly discloses the content of the task, using only the obligatory cultural literature. Presentation can contain minor inaccuracies.

1 point – student does not fully master the study material, presents it fragmentarily and superficially, makes essential mistakes, does not cope with the tasks.

2. Self-study (analysis of texts):

2 points – the addition is meaningful and profound, essentially complements the discussion, demonstrates ability to critically analyze and high level of independence of judgments.

1 point – the addition is meaningful, demonstrates ability to critically evaluate problems.

3. Self-study – (analytic work “Modern visual practice”) :

10-9 points - student demonstrates the ability to analyze, summarize, critically evaluate and solve complex problems of visual communication; ability to identify links between cultural knowledge and its practical application; ability to explain basic vectors for the development of visual practices. Student is able to form the methodological base of the research independently, possesses the cultural material fully, operates it freely and reasonably, discloses the content of the task deeply and comprehensively, correctly interprets the research results, demonstrates independence, innovation, credibility of research.

8-7 points - student has a sufficient amount of cultural material, operates it freely, but may not have sufficient arguments in the explanations, mainly discloses the content of the task. Student demonstrates the ability to analyze complex problems of the visual studies, but does not find a link between cultural knowledge and its application in practice. The independent work is autonomous, contains some inaccuracies.

6-5 points – student carried out written research, but does not demonstrate the depth of knowledge and ability to critically analyze, autonomy in solving problems, does not rely on the necessary methodological basis, uses only educational literature. The independent work contains significant inaccuracies.

4-0 points – student does not demonstrate the ability to analyze and critically evaluate the problems, examines the problems fragmentarily and superficially. The content of the questions is disclosed not fully. There are significant errors in work. Student does not demonstrate analytic work.

4. Each question in Final exam (examination papers consist 2 questions):

20-16 points – student is fully familiar with the cultural material, presents it freely and argumentatively, discloses the content of the task deeply and comprehensively, demonstrates the link between cultural knowledge and its practical application, comprehend theoretical and practical issues critically; uses basic and additional literature, demonstrates independence, validity, integrity.

15-11 points – student is familiar with the cultural material, presents it freely, but demonstrates a lack of argumentation in the explanations; discloses the content of the task, using basic literature, shows the independence of judgments. The work contains minor inaccuracies

10-6 points – student is familiar with the study material, but does not demonstrate the

independence in disclosing the content of the tasks, ability to critical analyze and evaluating, does not use recommended literature. The work contents essential inaccuracies.

5-0 points - student does not fully master the study material, presents it fragmentarily and superficially, makes essential mistakes, does not cope with the tasks, does not demonstrate autonomy.

7.3. Rating scale:

Відмінно / Excellent	90-100
Добре / Good	75-89
Задовільно / Satisfactory	60-74
Незадовільно / Fail	0-59

**STRUCTURE OF THE COURSE
LEARNING PLAN**

№	Lecture title	Number of hours		
		Lectures	Seminars	Self-study
<i>Part 1. Modern visual practice</i>				
1	Topic 1. The key concepts of visual practices and communication	2	2	5
2	Topic 2. Panoptism and disciplinary practices		4	5
3	Topic 3. World picture as a scopus regime		2	2
4	Topic 4. Literature and other text practices	2	4	8
5	Topic 5. Practices of image in the Age of Mechanical Reproduction. Analysis of texts	2	2	15
<i>Part 2. Visual practices of XX-XXI centuries</i>				
6	Topic 6. Historical modifications of visual practices and visual anthropology	2		2
7	Topic 7. Visual practices: photography		2	2
8	Topic 8. Cinema as a visual practice		2	2
9	Topic 9. Poster as a practice of visual communication of the XX century	2		2
10	Topic 10. Fashion as a visual practice and its communicative nature	2		2
11	Topic 11. Television as a visual practice of the XX century. Fragment culture: video clips		4	5
12	Topic 12. Advertising as a visual communicative practice		2	5
13	Topic 13. Visual practices in the city space (landscape architecture, advertising)		2	5
14	Topic 14. Internet, network approach and communication. Analytic work “Modern visual practice”)		2	20
	Total	12	28	80

Total amount **120 hours, including:**

Lectures – **12 hours**

Seminars – **28 hours**

Self-study - **80 hours**

Recommended sources:

Basic:

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12. Galarte F.J. The Crowns of Stuzo Clothing: Design, Representation, and Self-Craft. Transgender Studies Quarterly. Duke University Press, 2017. Volume 4, Numbers 2. pp. 296–300.
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15. Kroker A., Kroker M., Cook D. Panic Encyclopedia: The Definite Guide to Postmodern Scene. London: Macmillan, 1989. – 262 p.
16. Luhmann N. Entertainment. The Reality of the Mass Media. Stanford University Press, 2000. pp.51-63.
17. McGarry A. The Aesthetics of Global Protest: Visual Culture and Communication. Amsterdam University Press, 2019.
18. Merleau-Ponty M. The Visible and the Invisible. New York: The Philosophical Library, 1992.
19. Merzoeff N. An Introduction to Visual Culture. Psychology Press, 1999. 274 p.

20. Murakami Wood D. Beyond the Panopticon? Foucault and Surveillance Studies Space, Knowledge and Power: Foucault and Geography. Aldershot: Ashgate, 245-263.
21. Rajčan, A., Burns, E. Suburban class habitus: applying Pierre Bourdieu's visual sociology to the city. Visual Studies, 2020. Volume 35(2-3) <https://www.tandfonline.com/doi/full/10.1080/1472586X.2020.1779609>
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