

開講年度／Academic year	2023年度	開講開始学期／Start date	春学期
授業コード／Course code	S0130	授業名／Course title	Seminar in Visual Cultures [EAS]
授業区分／Course classification	演習	単位数／Credits	2単位
曜日時限／Period	金曜3限	教室／Classroom	1202教室
担当教員／Instructor	西村 恵子	科目ナンバリングコード／Subjects numbering code	AST31020
キーワード／Keywords	visual cultures, visuality, media, advertising, semiotics,		
授業の概要／Course outline	We participate in and experience visual cultures every day. Yet, for all the experiences we have with visual cultures, they are tricky things when we pause and reflect on them. What is culture? Why does visual culture matter? This course aims to provide students with a basic understanding of Japanese visual cultures through advertising and media. The course explores the social, economic, and cultural dynamics of popular visual cultures in Japan, along with providing fundamental theories from Cultural Studies and Media Studies as tools to analyze visual cultures in general.		
到達目標／Learning objectives	<ul style="list-style-type: none"> • Explain a variety of academic positions that inform the study of visual cultures and media. • Explain the domestic social, economic, and cultural implications of technology in Japanese visual cultures • Apply the theoretical perspectives we have studied to specific visual cultural texts and artifacts. • Be able to engage in a sophisticated and respectful class discussion of topics relevant to media and visual cultures. • Produce a sustained argument in the form of a Research Project Presentation. 		
授業を通して身につく能力／Abilities to be acquired in this class	○専門的知識 ○主体的に学ぶ力 ○批判的に学ぶ力 ○多様性を理解する力 ○他者と協働する力		
PC等デバイスの持参／Bring your own PC or other device	N/A		
履修上の注意事項／Course guidelines	<p>General Guideline You will be required to express your understanding of the reading assignments in both speech and writing. Outside of class, I expect that doing each week’s reading may take about 2-3 hours on average; writing up your summary and/or question(s) may take you an additional hour.</p> <p>Method of Instruction This course conducts active learning, incorporating readings and screenings, formulating and presenting questions primarily through discussions, individual research project, and group work.</p> <p>Work Expected Outside Class Before the scheduled class period, read the assigned reading thoroughly. Take notes of any concepts, terms, or sections that are unfamiliar, formulate questions, and bring them to class.</p> <p>*The syllabus is subject to change. Any changes will be communicated in class and through MyCourses.</p>		
-	授業計画／Class outline	授業外学修（予習および復習）／Preparation & review	目安時間（分）／Approx. time (min)
第1回／Class outline session 1	Introduction	In-class screening: Hall “Representation & the Media” (& worksheet) Read: Syllabus	150
第2回／Class outline session 2	Encoding/Decoding	Read: Hall “Encoding/Decoding”	150
第3回／Class outline session 3	Semiotics	Read: Chandler “Semiotics for Beginners”	120
第4回／Class outline session 4	Myth Today	Reading: Barthes “Signification” “Reading and deciphering myth” pp. 107-130	150
第5回／Class outline session 5	Advertising	In-class Screening: “Art & Copy” (2009, 88min) & Film Response	90
第6回／Class outline session 6	Consumer Culture	Read: Sturken & Cartwright “Advertising, Consumer Culture & Desire” pp.265-306	150
第7回／Class outline session	Ideology & Hegemony	Read: Althusser “Ideological State	150

7		Apparatus” pp.302-312	
第8回／Class outline session 8	Visuality and Ideology of Cuteness	Read: Madge “Capitalizing Cuteness”	150
第9回／Class outline session 9	Research Project Workshop	Work toward your final Research Project Presentation. Submit Research Project Proposal & Project Workshop Feedback	180
第10回／Class outline session 10	Technology and visuality	Read: Benjamin “The work of art in the age of mechanical reproduction” (21pgs)	150
第11回／Class outline session 11	Visual-Material Affordances	Read: Steinberg “Atomu & Character Merchandising” pp.113-138	150
第12回／Class outline session 12	Visual and Procedural Rhetoric	Read: Bogost “Rhetoric of Video Games”	150
第13回／Class outline session 13	Research Project Presentation	Work toward your final Research Project Presentation. Submit Presentation Peer Evaluation	180
オンラインで実施する授業の回数／Number of sessions to be conducted online	0回		

評価方法／Evaluation method

種別／Category	割合／% (1~100)		評価基準等／Evaluation criteria
レポート／Report	55	%	<p>Weekly Ad Analysis (40): On Weeks indicated with *, you will bring in a piece of visual advertisement you found in your everyday life and apply the class concept to analyze the advertisement. It can be from a billboard, youtube ads, television, magazines, etc., but it must be a visual advertisement and must be captured as a still image (you can have up to 3 still images to explain a video clip). Write up an approx. 300-word analysis of the advertisement applying one of the course concepts that is already covered in class, and argue the significance of the advertisement. Students are required to submit a total of 4 Ad Analyses.</p> <p>AQRE Summary (15): Students will choose one reading and present their AQRE in class. AQRE stands for the main Argument, Quote, Reasoning, and Extension of the reading. AQRE must be submitted by the beginning of the class for the assigned reading. AQRE must follow the template:</p> <ul style="list-style-type: none"> • A: Main argument or claim of the article in less than three sentences. • Q: One or two quotes from the text that state or highlight the main argument. • R: The reasoning used to support the main argument. Choose 2-3 main lines of reasoning. Must cite the page number for the reasoning from the reading. Do not quote in this section. • E: Extensions to the course. To what other themes/concepts from the course are this reading applicable? This should be no more than a few paragraphs, but each paragraph must be longer than three sentences. It can include discussion/clarification question(s) or concrete example(s) to discuss.
授業への取り組み／Effort/Participation	20	%	Thoughtful and productive contribution to the class time that demonstrates that you have read and considered the assigned readings. In any critical engagement, asking questions is an important, crucial activity. In a small class like this, your participation will be required; you will be expected to contribute to class discussion both in writing and in person (through presentations and class discussion). If the class is held online, you are responsible for attending in a functional environment (camera, mic, stable connection, etc.) Please let me know before class if you can't make it, as chronic lateness will also be reflected in your evaluation of participation.
その他 1／Other 1	25	%	Research Project Presentation (10): Throughout the semester, you will work towards your Project Presentation in lieu of a term paper. Choose a visual text that is not specifically discussed in class but related to the course theme and provide an analysis. You must present an argument that critically looks at one particular visual text. Make sure to include a concrete example and put them in conversation with the class readings. You must include direct quotes. Your presentation must include the following components: A succinct explanation and significance of your text, application of the

		<p>course concepts, and detailed analysis of a particular component of the text.</p> <p>Project Workshop Feedback (5): There will be a workshop to prepare your Project Presentation. Give written feedback to your peers that you are paired with. Feedback will be turned in to the instructor first and then distributed to your peers so that it will help your peers to develop their papers. This assignment cannot be made-up.</p> <p>Research Project Proposal (5): Submit a tentative abstract or summary of your Research Presentation after the Workshop. You may include an outline of your presentation. It must include the following components: (a) tentative class reading, (b) visual text and its brief explanation, (c) tentative significance of the text/your argument (d) plans for your research and analysis. Recommended length: 200-500 words. Graded on a pass/fail basis.</p> <p>Presentation Peer Evaluation (5): During the presentation, you will evaluate two of your classmates' presentations. Evaluators are randomly selected by the instructor, and names will not be announced in advance. Your peer evaluation of a presentation will be counted toward the presenter's grade. Graded on a pass/fail basis. This assignment cannot be made-up.</p>
評価方法に関する備考／ Remarks for Evaluation method		
課題等（試験やレポート等） に対するフィードバック／ Feedback method	Orally in class and through MyCourses.	
教科書／Textbooks	There is no required textbook for this course. Assigned readings will become available as PDF documents and by other means to be specified by the instructor.	
参考書／Reference books		
URL		
補足情報／Supplementary information	この科目は、副専攻のコア科目または関連科目です。	
備考／Remarks		