

CORE COURSE – VII : THEORIES OF VISUAL ANALYSIS

Unit 1

The sign and the meaning making processes. The semiotic and structuristic approach to visuals.

Unit 2

Psychoanalysis and visuality: Subjectivity and the unconscious. Voyeuristic gaze to the Laconian gaze.

Unit 3

Feminist approach to visual media.

Unit 4

Postmodern and Postcolonial approach to visuals.

Unit 5

Marxist approach to visual texts.

References

1. Gillian Rose, Visual Methodologies, Sage Publications, London 2001
2. Berger Asa, Media Analyzing Techniques, Sage Publications, New York 1998
3. Berger J., Ways of Seeing, B B C, London 1972
4. Butler J., Gender Trouble, Rutledge, London 1990