

**CORE COURSE VIII - VISUAL ANALYSIS TOOLS**

**Unit 1**

Vision and visibility. Ocular centrism. The social conditions and effects of visual objects. Visual culture. Critical visual methodology. Sites of production. Technological, Compositional, Social aspects of visuals.

**Unit 2**

An introduction to compositional interpretation. Color. Spatial organization. Light. Expressive content. Montage. Sound. Content analysis.

**Unit 3**

Semiotic analysis-Aspects of sign and symbols. The sign and the meaning making processes. Ways of describing signs. Paradigmatic and syntagmatic aspects of sign. Signs and codes, referent systems and mythologies. Slippery signs. Audience and interpretation.

**Unit 4**

Psychoanalysis and visibility. Subjectivity, sexuality and the unconscious. The castration complex and visual pleasure. Phallogentrism. Voyeurism. Laconian gaze: other ways of seeing. Laura Mulvey and visual pleasure.

**Unit 5**

Marxian analysis of visuals. Base and super structure. Class conflict. The role of ideology. Alienation. Feminist approach to visuals. Women and representation. Stereotyping. Gender discrimination. Post Modernism and visual analysis. Application of visual analysis tools to different media texts.

**Books for study and reference:**

1. Arthur Asa Berger, Media Analysis Techniques, SAGE Publications, New Delhi, 1976
2. Gillian Rose, Visual Methodologies, SAGE Publications, New Delhi, 2001
3. Barthes, R. Mythologies, Paladin. London, 1973
4. Berger, John. Ways of Seeing, BBC, London, 1972
5. Mitchell, Juliet. Psychoanalysis and feminism, Allen Lane, London
6. Mirzoeff, F. An Introduction to Visual Culture, Routledge, London.
7. Mirzoeff, F. Visual Culture Reader Routledge 2000, London 2000.