



## UNIVERSITI TEKNOLOGI MARA

### VCM775: FOTOGRAFIC DISCOURSE

<b>Course Name (English)</b>	FOTOGRAFIC DISCOURSE <b>APPROVED</b>
<b>Course Code</b>	VCM775
<b>MQF Credit</b>	3
<b>Course Description</b>	The course focuses to expose and familiarises students to the significance of photographic images in human daily lives. It becomes very fundamental as a part of human culture and civilisation on par as important as verbal and written language in social institution.
<b>Transferable Skills</b>	Demonstrate professional skills, knowledge and competencies. Demonstrate ability to work professionally and contribute positively in a team. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions.
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation
<b>CLO</b>	CLO1 Comprehend the significance and role of photography in contemporary visual culture; CLO2 Analyze the fundamentals of visual (images) as a mean of communication in social institution; and CLO3 Evaluate various issues of photographic images in social institutions.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	<b>1. 1.0 Understanding photographs/visual in social life.</b> 1.1) 1.1 What is photography/photograph/visual? 1.2) 1.2 What is culture? <b>2. 2.0 Relationship photograph (visual) in the domain of culture (visua</b> 2.1) 2.1 Emergence of a new paradigm for studying all forms of visual culture as parts of a cross-media system and social institutions. <b>3. 3.0 Photograph and communication (theory of communication).</b> 3.1) n/a <b>4. 4.0 The strands of photographic images</b> 4.1) 4.1 Realistic 4.2) 4.2 Representation <b>5. 5.0 Presentation / Critic Session 1</b> 5.1) n/a <b>6. 6.0 Photographs and Contexts</b> 6.1) 6.1 Internal Context 6.2) 6.2 Original Context 6.3) 6.3 External Context <b>7. 7.0 Reading visual</b> 7.1) 7.1 Content analysis: counting what you (think you) see 7.2) 7.2 Evaluating Photographs 7.3) Judgments, 7.4) Reasons, 7.5) Criteria (identifying different types of criteria) 7.6) Realism 7.7) Expressionism

7.8) Formalism 7.9) Instrumentalism 7.10) Other Criteria
<b>8. 8.0 Semiology:</b> 8.1) n/a
<b>9. 9.0 Presentation / Critic Session 2</b> 9.1) n/a
<b>10. 10. Psychoanalysis: visual culture, visual pleasure, visual disruption</b> 10.1) n/a
<b>11. 11.0 Discourse analysis</b> 11.1) 8.1 Intertextuality, context 11.2) 8.2 Institutions and ways of seeing
<b>12. 12.0 Writing and Talking Photographs</b> 12.1) n/a
<b>13. 13.0 Final Presentation</b> 13.1) n/a

<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Project & Presentation	40%	CLO3
	Visual Assessment	Presentation 2	30%	CLO1 , CLO2
	Written Report	Project Paper & Presentation	30%	CLO1
<b>Reading List</b>	<b>Recommended Text</b>	Sturken, S. And Cartwright, L. 2009, <i>Practices of Looking: An Introduction to Visual Culture.</i> , Oxford University Press Oxford		
<b>Article/Paper List</b>	This Course does not have any article/paper resources			
<b>Other References</b>	<ul style="list-style-type: none"> <li>• Book Barrett, T. 2011, <i>Criticizing Photographs – An Introduction to Understanding Images</i> , Mountain View: Mayfield Publishing Company</li> <li>• Book Wells, L 2005, <i>Photography: A Critical Introduction</i>, London: Routledge</li> <li>• Book Noble, I and Bestley 2005, <i>Visual Research</i>, Lausanne: AVA Publishing</li> <li>• Book Freeman, M. 2010, <i>The Photographer’s Mind</i>, East Sussex: Ilex Press</li> </ul>			