DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI, JHARKAHND

COURSE INFORMATION SHEET

Course code: HS 107
Course Title: Popular Visual Culture
Pre-requisite(s): NIL
Co-requisite(s): NIL
Credits: L:03 T:00 P:00
Contact Hours: 35
Class schedule per week: 03
Class: UG
Semester: III/V/VII
Branch: All

Course Objective

Objective-1	Analyze the Evolution of Popular Visual Cultures: Students will trace the historical development of popular visual cultures, examining how societal, technological, and cultural shifts have influenced the production and consumption of visual media.
Objective-2	Critically Evaluate Representation and Identity: Through critical analysis, students will explore how popular visual cultures shape and reflect identities, including gender, race, ethnicity, and class, and the implications of these representations on society.
Objective-3	Examine Globalization and Cultural Exchange: Students will investigate the impact of globalization on popular visual cultures, exploring how cross-cultural exchanges, migration, and digital technologies have transformed the circulation and reception of visual media worldwide.
Objective-4	Interrogate Media Convergence and Transmedia Storytelling: Through hands-on projects and theoretical readings, students will explore the convergence of media platforms and the emergence of transmedia storytelling techniques in popular visual cultures, analyzing how narratives extend across various mediums and engage audiences in new ways.
Objective-5	Engage with Visual Literacy and Media Ethics: Students will develop critical thinking skills and ethical frameworks for analyzing and creating visual media, exploring issues such as representation, censorship, privacy, and the ethical responsibilities of creators and consumers in the digital age.

Course Outcomes

	Modules
CO-1	Remember: Students will recall key concepts, theories, and historical events related to popular visual cultures, demonstrating comprehension of foundational knowledge through quizzes, exams, and class discussions.
CO-2	Understand: Students will explain the significance of visual media in shaping cultural identities and societal norms, demonstrating comprehension of complex ideas through written analyses and presentations.
CO-3	Apply: Students will apply theoretical frameworks and analytical methods to analyze and interpret various forms of visual media, such as advertisements, films, television shows, and social media content, to identify patterns, themes, and cultural meanings.
CO-4	Analyze: Students will deconstruct visual texts using critical methodologies to examine how power dynamics, ideologies, and stereotypes are constructed and reinforced through images and narratives.
CO-5	Evaluate: Students will assess the ethical implications and societal impact of popular visual cultures, considering issues such as representation, diversity, censorship, and the commodification of culture, and develop informed opinions through written essays, debates, and research projects.

SYLLABUS

Module	Contents	BL
1	**Introduction to 'Popular' and Impact of 'Visual'** Exploring the intersection of popular culture and visual media, examining how images shape societal norms and identities. Investigating the historical evolution of visual cultures and their influence on contemporary society, from advertising to social media.	2
2	**Eyes on Screen: Reading Films**	2,3, 4

	Delving into the language of cinema, decoding visual storytelling techniques and cinematic devices. Analyzing film aesthetics, narrative structures, and thematic elements to understand how filmmakers convey meaning. Critically examining the cultural significance and impact of films on audiences worldwide.	
3	**Between the Gutters: Reading Comics** Engaging with the vibrant world of comics and graphic narratives, decoding the unique visual language of sequential art. Exploring comic book history, genre conventions, and storytelling techniques. Investigating how comics reflect and critique society, addressing issues of identity, politics, and representation.	2,3,4
4	**Building New Worlds: Gaming as Reading** Immersing into the realm of video games as narrative experiences. Inspecting principles, player agency, and ludonarrative harmony. Exploring how games construct complex virtual worlds and engage players in interactive storytelling, blurring the lines between reader and protagonist.	3,4,5
5	**Ethics of AI-generated content: Creative Prompting** Navigating the ethical complexities of AI-generated visual content, from deepfakes to algorithmic art via prompting. Examining the issues of authenticity, consent, and cultural appropriation in the digital age. Critically reflecting on the societal implications of AI creativity and the ethical responsibilities of creators and consumers.	3,4,5

Textbooks

1	*Nausicaa of the Valley of the Wind* (1984). Directed by Hayao Miyazaki, Studio Ghibli.
2	*Swades* (2004). Directed and Produced by Ashutosh Gowariker.
3	*Hidden Figures* (2016). Directed by Theodore Melfi. 20th Century Fox.
4	Hergé (1935). *Blue Lotus*. New York: Casterman.
5	Ohba, T. and Takeshi Obata. (2003-06). *Death Note*. New York: Viz Media.
6	Sen, O. (1996). *River of Stories*. New Delhi: Kalpvriksh.
7	*Synergy*, the Solar Punk Game
8	*Cyberpunk Peach John*, generated via Midjourney, by 'Rootport'.

Reference Books

1	Berger, J. (1990). *Ways of Seeing*. New York: Penguin Classics, (Based on the BBC lecture series).
2	McCloud, S. (1999). *Understanding Comics: The Invisible Art*. New York: Paradox Press.
3	Bhaduri, S. (2016) "Gaming", in Benjamin Peters (ed.), *Digital Keywords: A Vocabulary of Information Society & Culture*. Princeton, NJ & Oxford: Princeton University Press, pp. 140-148.
4	Mulvey, L. (1975). "Visual Pleasure and Narrative Cinema". *Screen*, 16(3), 6-18.

Direct Assessment

Tools	% Contribution of Assessment
Quiz-01	10
Mid-Semester	25
Quiz-02	10
Viva-voce	5
End-semester	50

Mapping

Course Objective	Course Outcome				
	Module-1	**Module-2**	**Module-3**	**Module-4**	**Module-5**
1	H	L	L	L	L
2	H	H	H	H	H
3	L	H	H	H	H
4	L	M	M	M	M
5	L	M	M	M	M

H=3, M=2, L=1