

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------|----------|--------|----------|-----|--------|------|
| SİY 631 | Visual Culture | 1 | 2 | 0 | 0 | 2 | 4 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | Turkish |
| Course Type | Compulsory |
| Course Level | Masters Degree |
| Objective | The main objective of this course is to examine how images are produced, circulated, and received as well as the theories of semiotics that make the visual world comprehensible. |
| Content | Characteristics of the visual culture Notion of image Visual semiotics |
| References | Joseph Courtés, <i>Semiotique. Dictionnaire raisonné de la théorie du langage</i> . Hachette. 1994. Martine Joly, <i>Introduction à l'analyse de l'image</i> . Broché. Mariette Julien, <i>L'Image Publicitaire des Parfums: Communication Olfactive</i> , Paris, Harmattan, 1997. Hal Niedzviecki, <i>Dikizleme Günlüğü</i> , Ayrıntı Yayınları. Diana Crane, <i>Moda ve Gündemleri</i> , Ayrıntı Yayınları. Jean Baudrillard, <i>Tam Ekran</i> , YKY. Kevin Robins, <i>İmaj</i> , Ayrıntı Yayınları. Peter Burke, <i>Tarihin Görgü Tanıkları</i> , Kitap Yayınevi. Rudolf Arnheim, <i>Görsel Düşünme</i> , Metis. George Ritzer, <i>Büyüsü Bozulmuş Dünyayı Büyülemek</i> , Ayrıntı Yayınları. George Ritzer, <i>Toplumun McDonaldlaştırılması</i> , Ayrıntı Yayınları. |

Theory Topics

| Week | Weekly Contents |
|------|---------------------------------------|
| 1 | Characteristics of the visual culture |
| 2 | Evolution of the visual culture |
| 3 | Notion of image |
| 4 | Notion of image |
| 5 | Semiotics |
| 6 | Visual semiotics |
| 7 | Presentations |
| 8 | Presentations |
| 9 | Advertising image analysis |
| 10 | Advertising image analysis |
| 11 | Television image analysis |
| 12 | Movie image analysis |
| 13 | Movie image analysis |
| 14 | Movie image analysis |