Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 514	Visual Culture	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	The sense of seeing plays a vital role for perception and interpretation of the world. Eye is the leading organ that carries the outer world to the mind. This priority of the organ comes from the close relation of seeing and believing. This course aims to bring up a critical point of view to the sense of vision.
Content	1st Week: What is Culture? 2nd Week: What is Culture? 3rd Week: Culture and Communication 4th Week: Everyday Life 5th Week: Everyday Life 6th Week: Cultural time and space 7th Week: Cultural time and space 8Th Week: Exam 9th Week: Visual media I 10th Week: Visual Media II 11th Week: Visual Media III 12th Week: New Technologies and Vision 13th Week: New Technologies and Vision 14th Week: Evaluation
References	1. GÜVENÇ, Bozkurt. İnsan ve Kültür, İstanbul: Remzi Kitabevi 2. WINKIN, Yves. Anthropologie de la Communication, Bruxelles: de Boeck & Larcier, 1996 3. HALL, Edward T. Le Langage Silencieux, Paris: Seuil, 1984 4. BARRIER, Guy La Communication Non Verbale, Paris: ESF.1996

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