Content

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

Prerequisites	
Admission Requirements	

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, Semiotique. Dictionnaire raisonné de la théorie du langage. Hachette. 1994. Martine Joly, Introduction à l'analyse de l'image. Broché. Mariette Julien, L'Image Publicitaire des Parfums: Communication Olfactive, Paris, Harmattan, 1997. Hal Niedzviecki, Dikizleme Günlüğü, Ayrıntı Yayınları. Diana Crane, Moda ve Gündemleri, Ayrıntı Yayınları. Jean Baudrillard, Tam Ekran, YKY. Kevin Robins, İmaj, Ayrıntı Yayınları. Peter Burke, Tarihin Görgü Tanıkları, Kitap Yayınevi. Rudolf Arnheim, Görsel Düşünme, Metis. George Ritzer, Büyüsü Bozulmuş Dünyayı Büyülemek, Ayrıntı Yayınları. George Ritzer, Toplumun McDonaldlaştırılması, 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