

## [ 111-2 ] 視覺文化研究法

學分數：3 / 授課時間：週四 5, 6, 7 節 / 上課教室：8216

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### 一、課程概述

視覺文化研究發軔於八〇年代末期的西方藝術學界，此一轉折不僅擴大了圖像研究的範疇，更將文化脈絡引進既有偏重風格、形式等藝術史路徑，建立新的研究態度。同樣的，在本課程中，「視覺文化」既是探討的主體、同時亦是一種文化研究的策略。課程中將介紹與討論若干解析視覺材料、視覺生產脈絡之研究方法，提供修課同學研討視覺文化的可能取徑。

### 二、課程進度

週次	內容
1	課程介紹、導論
2	大眾攝影與自我顯像
3	紀實影像與他者
4	擬仿、奇觀與全球化
5	內容分析
6	符號學 I
7	符號學 II
8	校際活動週，停課一次
9	性別研究 I
10	性別研究 II
11	性別研究 III
12	論述分析 I
13	論述分析 II
14	觀眾研究 I
15	觀眾研究 II
16	以視覺為方法 I
17	以視覺為方法 II: 視覺日誌報告
18	期末報告

### 三、課程評量

評量項目	說明	比重
1.視覺日誌	<p>修課期間請敏銳觀察生活周遭之視覺文化現象，編撰具批判意識的視覺日誌。</p> <ol style="list-style-type: none"> <li>1. 以靜態影像記錄「有感」之視象，輔以 500-1000 字的文化深思。</li> <li>2. 圖文編排方式自訂，以 A4 尺寸輸出，2-3 頁為宜。</li> <li>3. 口頭報告 10 分鐘。</li> </ol>	20%
2.論文導讀	<p>負責課程指定閱讀論文一篇（進度表中標示□者），於表訂日期口頭報告。須符合以下要求：</p> <ol style="list-style-type: none"> <li>1. 將文章內容製作為清晰之 PPT 簡報。</li> <li>2. 須另補充文章所提之案例細節、或另尋找相關之案例加以探討。</li> <li>3. 除報告文章內容外，並須帶領討論。</li> <li>4. 報告+引導討論時間為 60 分鐘（若需播放影片全長不得超過 15 分鐘）。</li> </ol>	30%
3.期末報告	<p>請以某個你所關切的視覺性作品、產物、現象...為主題，擇本學期所講授之一到二種方法為分析路徑或理論視角，撰寫一研究報告，並於課堂上報告。須符合以下要求：</p> <ol style="list-style-type: none"> <li>1. 須有參考或援引之資料，並以一致之論文體例（APA、MLA、Chicago...）寫作。</li> <li>2. 書面報告字數：4500-5000 字。</li> <li>3. 口頭報告時間：20 分鐘（或視修課人數調整時間）。</li> </ol> <p>★第 15 週需安排個別晤談，回報研究進度。</p>	40%
4.出席與參與	<ol style="list-style-type: none"> <li>1. 需踴躍參與課堂討論與活動。</li> <li>2. 缺課須請假。</li> </ol>	10%

### 四、教材

- Rose, G. (2006)。視覺研究導論：影像的思考（王國強譯）。臺北：群學。
- 教師自編教材讀本

## [111-2] Research Methodology on Visual Culture

Credits: 3 / Time: Thursdays 5, 6, 7 / Classroom: 8216

Instructor: Chi-Ying Yu / E-mail: zebrafish100@gmail.com

### 1. Course overview

Visual culture research originated in the Western in the late 80s, which not only expanded the scope of image research, but also infused the cultural context into the existing art history path that emphasized style and form, and established a new research attitude. Similarly, in this course, "visual culture" is both the subject of discussion and a strategy for cultural studies. In this course, some research methods for analyzing visual materials and products will be introduced and discussed, and possible ways for students to investigate visual culture will be provided.

### 2. Course schedule

Week	content
1	Course introduction
2	Public photography: The reflection of the self
3	Documentary photography: The reflection of the other
4	Simulation, spectacle and globalization
5	Content analysis
6	Semiotics I
7	Semiotics II
8	Inter-school activity week. No class.
9	Gender Studies I
10	Gender Studies II
11	Gender Studies III
12	Discourse Analysis I
13	Discourse Analysis II
14	Audience Research I
15	Audience Research II
16	Visual as Method I
17	Visual as Method II: Visual journal due
18	Final project due and oral presentation

### 3. Course evaluation

Requirements	Description	Percentage
1. Visual journal	<p>During the course, please observe the visual-cultural phenomena around your life and compile a critical visual journal.</p> <ol style="list-style-type: none"> <li>1. Record whatever meaningful/thought-provoking to you with still images supplemented by 500-1000 words critical reflection.</li> <li>2. Oral presentation for 10 minutes.</li> </ol>	20%
2. Review of Paper & Leading Discussion	<p>Each student will be assigned to review an essay or paper related to the course theme. An oral presentation will be given on the designated date. The following requirements must be met:</p> <ul style="list-style-type: none"> <li>– Summarize the content of the article into a clear PPT brief.</li> <li>– Add the details of the case mentioned in the article, or find other relevant cases</li> <li>–Leading discussion is required.</li> <li>–The duration of the report + guided discussion is 60 minutes.</li> </ul>	30%
3. Final report	<p>Choose one or two methods taught in this semester to analyze a visual-cultural phenomenon in the form of a research paper.</p> <ol style="list-style-type: none"> <li>1. Must have references or citations and consistent paper style (APA, MLA, Chicago...).</li> <li>2. Word count: 4500-5000 words.</li> <li>3. Oral presentation: 20 minutes (Subject to change).</li> </ol>	40%
4. Attendance and Participation	Active participation is required.	10%