

SYLLABUS
READING IMAGES CULTURALLY
Anthropology 137A (60225) / CLS 116 (61110)

Professor: Leo Chavez lchavez@uci.edu
Office: SBSG 3rd floor, 3326
Office Hours: Tuesday 1-2 p.m.
TA: Janny Li jli18@uci.edu

Quarter: FALL 2011
Tuesday & Thursday 11-12:20
Room: SH 128

Purpose of the Course:

This course examines a wide range of readings to provide students with an understanding of anthropological and interdisciplinary frameworks for analyzing and reading visual images. Of central concern are representations of race, identity, gender, and the "Other." Images, as cultural productions, are steeped in the values, ideologies, and taken-for-granted beliefs of the culture which produced them and which consumes them. They are also produced within a political economy that is class and gender inflected, and where issues of power and social order are important.

Required Readings:

Practices of Looking: An Introduction to Visual Culture. 2nd edition. Marita Sturken and Lisa Cartwright. Oxford University Press, 2009.

Covering Immigration: Popular Images and the Politics of the Nation. Leo R. Chavez. UC Press, 2001.

Additional articles and chapters available on the class webpage.

Requirements and Grades:

Grades will be based on:

| | |
|---------|-----|
| midterm | 35% |
| final | 35% |
| paper | 30% |

Class Participation:

Please ask questions in class. The more class discussion the better.

Fieldwork paper options:

1. Choose a topic related to issues presented in class. For example: Gender and advertising; non-Western people in advertising; digital-internet and social control; images of nation and geography; etc. Then do a search of specific media (newspapers, internet cites, magazines, television, movies, etc.) and SELECT A FEW IMAGES TO EXAMINE OR READ. See how visual cues are used to discuss the. What issues

emerge in the images and how are they related to class lectures and readings? Use the analytic framework presented in class: ideal types; social relationships; inequality and power. This is a good way to analyze most images because this helps you see the narratives or stories the images are telling. Put the images as appendix to take up less space.

2. Pick a couple of images that are full of meaning, politically or culturally, and ask people to look at them and tell you what they think they mean or a saying. See Chapter 9 in *Covering Immigration* for an example of this might be done. Images can be advertisements, magazine covers, photos, movie posters, calendar images, whatever works.

3. An alternative project, cleared by TA or instructor.

NOTE: Papers should cite specific readings and lectures to make the papers relevant to class issues.

Fieldwork paper structure:

Papers will receive a possible 300 points each. An A/A- paper will be 270 points or more; B papers will range from 240-269; C papers will range from 210-239; D papers will range from 180-209; F papers will receive less than 180 points. Failure to turn in a paper will result in 0 (zero) points.

Papers will be due the last day of regular class.

On Upper Left of first page, put name, class, date, single spaced.

Joe Smith
Reading Images Culturally
November XX, 2011

Paper length: **3 minimum - 4 pages maximum, double spaced**; you can put material as appendix at end.

Paper format: 1 inch margins, pagination, Times News Roman or Arial, 12 size font.

TURN IN paper copies only.

Weekly Topics and Reading Assignments

WEEK 1: Sep 22, 27, 29 Introduction to the course; theoretical considerations

Read: Intro and Chapter 1: Images, Power, and Politics. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford.

WEEK 2: Oct 4 6 DEVELOPING A THEORETICAL FRAMEWORK FOR READING VISUAL IMAGES

Read: Chapter 2: Viewers Make Meaning. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford.

Read: Chapter 5: Visual Technologies, Image, Reproduction, and the Copy. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford.

WEEK 3: Oct 11, 13 Developing “RACE” as a modern concept.

Deborah Poole: vision, race, and Latin America, Chapters 4 and 5

WEEK 4: Oct 18, 20 Photography as Documentation

Read: pages 347-363 [paragraph ends page 364] in Chapter 9: Scientific Looking, Looking at Science. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford: Oxford.

Finn, Capturing the Criminal Image, Chapter 1.

Pegler Gordon, In Sight of America, Chapter 1 First Impressions

WEEK 5: Oct 25, 27 Modernity and National Geographic

Read: Chapter 3: Modernity: Spectatorship, Power, and Knowledge. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford.

Read: Lutz and Collins, Reading National Geographic, Photograph as an intersection of gazes.

Video: Cannibal Tours

WEEK 6: Nov 1, 3 Culture and the Ad**TUESDAY: MIDTERM**

Read: Chapter 1, in Culture and the Ad.

Read: Chapter 7, pages 265-289; Advertising, Consumer Cultures and Desire. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford.

RECOMMENDED: Arnd Schneider, Chapter 5: Fashionable Savages: Photographic Representations of the Indigenous. In, Appropriation as Practice: Art and identity in Argentina. Palgrave, 2006.

WEEK 7: Nov 8, 10 Covering Immigration

Read: Chavez, Covering Immigration: Popular Images and the Politics of the Nation. INTRO and Chapters 1 – 4.

WEEK 8: Nov 15, 17 Media and Change in The Digital World

Read: Chapter 10: The Global Flow of Visual Culture. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford.

Read: Cartoons Against Bloodshed in Mexico

Read: Janet Alexanian: Eyewitness Accounts and Political Claims: Transnational Responses to the 2009 Postelection Protests in Iran. Comparative Studies of South Asia, Africa and the Middle East.

Recommended: Janet Alexanian, Publically Intimate Online

WEEK 9: Nov 22 Viewing Science Viewing the Human Body.

Read: Pages 364 – 384 in Chapter 9: Scientific Looking, Looking at Science. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford: Oxford.

WEEK 10: Nov 29, Dec 1 Postmodernism

Read: Chapter 8: Postmodernism, Indie Media, and Popular culture. In, Sturken, Marita and Cartwright, Lisa. Practices of looking. An introduction to visual culture. 2nd ed. (2009), Oxford.

FINAL: TUESDAY DECEMBER 6, 10:30 AM TO 12:30 AM