COMM 100B: Interpretive Strategies
Lecture Tuesday/Thursday 11.00am-1.50pm
Petersen 104

Instructor: Hannah Dick
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Office Hours: Tu & Th 3-4, or by appointment
Office Location: COMM 229D

TA: Louise Hickman
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Office Hours: Tu 2.30-3.30
Office Location: COMM 229A

Sections: Wednesday 8.00am-9.50am HSS 2152
Thursday 8.00am-9.50am Center 207

Course Description: This class is a critical introduction to the practice and the effects of representation within historically situated cultural contexts. We survey a range of theories and methods for interpreting cultural texts, with an emphasis on visual culture. Students will not receive credit for COCU 100 and COMM 100B.
Prerequisites: COMM 10.

Required Reading:
Practices of Looking: An Introduction to Visual Culture
Marita Sturken & Lisa Cartwright (2009)
Available at the Campus Bookstore and on Amazon

All other readings will be available on TED or via links on the syllabus

Course Details and Policies

ADA statement

In accordance with the Americans With Disabilities Act, it is the intention of the professors to support the full participation of all students in the teaching and learning process of this class. Situations may occur in which the physical or mental needs or learning styles of individual students are not met by the instructional climate. It is the expectation of the professors that students who require specific or additional support to participate in class, to acquire the course content, or to demonstrate their achievement of course objectives will inform the professors of their needs immediately so accommodations can be arranged. All requests will be treated with respect and confidentiality. Please refer to the Office for Students with Disabilities for more information:
http://osd.ucsd.edu/

Academic Integrity Statement

Academic integrity means attending to proper citation and quotation practices, and handing in work that is authored only by you. I take academic integrity offenses very seriously and any breaches of the university’s policies on plagiarism will be referred to the Academic Integrity office immediately.
Evaluation

There are three written assignments in this class. The first two are highly structured and are worth 25% each. The final paper is on a topic of your choosing, using one of the interpretive strategies from the class, and is worth 30%. Your attendance and participation count for 20%. More than one unexcused absence will result in a grade deduction of one letter point (i.e., a B+ in the class becomes a B).

Written assignments are due July 10, July 22, and August 2

Written assignments are due at the beginning of class. Late assignments will be graded down by one letter point per day (i.e., an A becomes an A- after one day, a B+ after two days, and so on). All written assignments should be typed, stapled, double-spaced, using Times New Roman font size 12 and standard margins.

This syllabus is subject to change throughout the quarter.

Class Schedule

Week 1:
Tuesday July 1: Introduction to the Class & Interpreting Images
Readings: Practices of Looking (PoL), Introduction

Thursday July 3: Interpreting the Photographic Image & Semiotics
Readings: PoL, Ch. 1, “Images, Power, and Politics”
William J. Mitchell, “Intention and Artifice”

Week 2:
Tuesday July 8: Advertising Images
Readings: PoL, Ch. 7, “Advertising, Consumer Cultures, and Desire”

Thursday July 10: Interpreting Disability
Guest Lecture: Louise Hickman

*Assignment 1 due at the beginning of class: Semiotic Analysis

Week 3:
Tuesday July 15: the Network of the Gaze
Readings: PoL, Ch. 3, “Modernity: Spectatorship, Power, and Knowledge”

Thursday July 17: the Ideology of Space
Readings: PoL, Ch. 4 “Realism and Perspective”
Barton & Barton, “Ideology and the Map”
Recommended but not required: Foucault, “Panopticism”
http://www.cartome.org/foucault.htm
Week 4:
Tuesday July 22: Global Flows of Visual Culture
Film screening in class: The World (2004)

*Assignment 2 due at the beginning of class: The Gaze & Power

Thursday July 24: Copies and Originals
Baudrillard, “Precession of the Simulacra”

Week 5:
Tuesday July 29: Film Analysis

Thursday July 31: Social Media & Social Marketing
Sarah Banet-Weiser, "Branding Politics"

Screening in class: Generation Like (2014)

FINAL Saturday August 2, 11.30-2.30
*Assignment 3 due: Interpretive Strategies