

Visual dimensions of social life – dr Joanna Bielecka-Prus

Course duration: one semester

Number of ECTS credits: 4.0

Course description: Visuality is not restricted to visual representations such as photography, film, signs, but is inseparable part of all interactions. Most of information we receive is visual. That is why visuality is the object of study for different disciplines. The course is comprised of two sections. The first one is theoretical and presents history of visual research, important theories and methodologies (f.e content analysis, semiology, social semiotics, discourse analysis). During the second part we will consider particular social phenomena such as dominant values, inequality, power, persuasion and also read texts showing how we can use visual methodology in research on social interaction, space, cities and media.

Aims: Students will learn how to read visual representations in social reality. We will discuss methods of analysis, practical issues of creating and researching different visual dimensions of social life. Students will prepare own visual project