

Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	READING IMAGES AND VISUAL CULTURES	Instructor	MING HUNG TU
Course Class	TFLXM1A MASTER'S PROGRAM, DEPARTMENT OF ENGLISH, 1A	Details	<ul style="list-style-type: none"> ◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG10 Reducing inequalities		
Departmental Aim of Education			
<ol style="list-style-type: none"> I. Cultivate diverse research specialists with abilities in language, literature, culture, and English teaching. II. Carry on and further the excellent tradition of domestic language instruction and literary research to be a department contributing equally to research and language teaching. III. Foster a holistic learning process by putting equal emphasis on language and literature, theory and practice. IV. Strategies <ol style="list-style-type: none"> 1. Train students' abilities in five skills: English listening, speaking, reading, writing and translation. 2. Promote technologicalization and internationalization. 3. Upgrade the quality and quantity of those students who participate in the Junior Year Abroad program. 4. Launch a common English Proficiency Test and enhance students' competitiveness in the job market. 5. Enrich international video conferencing. 6. Promulgate such areas of research as English and American literature, cultural studies, ecocriticism, and English Teaching. 			
Subject Departmental core competences			
<ol style="list-style-type: none"> A. Establish a foundation for academic specilization in literature, translation, language teaching and linguistics.(ratio:35.00) B. Act on the global digital trend and train teaching competency that combines computer technology and internet research.(ratio:35.00) C. Cultivate professional ethics.(ratio:30.00) 			
Subject Schoolwide essential virtues			
<ol style="list-style-type: none"> 1. A global perspective. (ratio:5.00) 			

2. Information literacy. (ratio:30.00)
3. A vision for the future. (ratio:5.00)
4. Moral integrity. (ratio:30.00)
5. Independent thinking. (ratio:10.00)
6. A cheerful attitude and healthy lifestyle. (ratio:5.00)
7. A spirit of teamwork and dedication. (ratio:5.00)
8. A sense of aesthetic appreciation. (ratio:10.00)

Course Introduction

This seminar explores the "textuality", technologies, environments, and the institutional apparatus of visual media/arts (including everyday life images, memes, comics, game culture and films) from an integrative viewpoint. In a comparative gesture, our understanding of visual culture will include literary theories of textuality and draws them into dialogues with visuality, image and sound culture, and media interface.

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

- I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.
- II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.
- III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	To cultivate a comparative understanding of literary and visual studies, for specific media forms, critical concepts, and interpretative frameworks.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABC	12345678	Lecture, Discussion	Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule			
Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Introduction: On Visual Culture and Literature	
2	113/02/26 ~ 113/03/03	Benjamin, "The Work of Art in the Age of Mechanical Reproduction"; brief selection from The Arcades Project	
3	113/03/04 ~ 113/03/10	Buck-Morss, selections from The Dialectics of Seeing	
4	113/03/11 ~ 113/03/17	Barthes, from Empire of the Signs	
5	113/03/18 ~ 113/03/24	Aesthetics: Kant, from The Critique of Judgment; Hegel, from Aesthetics	
6	113/03/25 ~ 113/03/31	Thinking with Digital Image in the Post-Truth Era	
7	113/04/01 ~ 113/04/07	Spring Break	
8	113/04/08 ~ 113/04/14	Feminist film studies: Visual Pleasure and Narrative Cinema, Laura Mulvey	
9	113/04/15 ~ 113/04/21	Midterm week; Final Proposal Due	
10	113/04/22 ~ 113/04/28	Comics Groensteen, Thierry. Chpt. 4 (selections), Comics and Narration.	
11	113/04/29 ~ 113/05/05	Game and Culture: Jesper Juul, Chpt. 5, "Rules and Fiction", Half-Real	
12	113/05/06 ~ 113/05/12	Meme Culture: Limor Shifman, Chpt. 3, Memes in Digital Culture	
13	113/05/13 ~ 113/05/19	TBA	
14	113/05/20 ~ 113/05/26	Always-on Culture: Sherry Turkle, Chpt. 8, "Always On", Alone Together	
15	113/05/27 ~ 113/06/02	Music and Image: Deleuze, "On Refrain", A Thousand Plateaus	
16	113/06/03 ~ 113/06/09	Deleuze, "Affection-Image", selections from Cinema I	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17) Final Paper Due	
18	113/06/17 ~ 113/06/23	Recapitulation and final review	
Key capabilities			

Interdisciplinary	
Distinctive teaching	
Course Content	Logical Thinking
Requirement	Reading materials are subject to change. Please come to the first class for overview and a detailed syllabus.
Textbooks and Teaching Materials	Self-made teaching materials:Presentations Using teaching materials from other writers:Course Reader
References	
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 25.0 % ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 50.0 %</p> <p>◆ Other < > : %</p>
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>