Study program	**International Joint Master's Degree in Cultural Sociology**; **Sociology (**double-major, graduate level); **selected graduate study programmes** in the humanities and social sciences (such as Art History, Ethnology and Cultural Anthropology, Pedagogy).
Course	Visual Identities
Status of the course	Compulsory (IJMD Cultural Sociology), Elective (Sociology; other selected graduate level study programmes)
Year	2nd **Semester** Fall (3rd)
ECTS credits	5
Teacher	Prof. dr. sc. Vjeran Katunarić (titulary) Mr. sc. Mirko Petrić (lectures, seminar)
e-mail	mpetric@unizd.hr
consultation hours	Prof. dr. sc. Vjeran Katunarić (Mondays, 3 p.m. – 4 p.m., room 4) Mr. sc. Mirko Petrić (Tuesdays, 3 p.m.- 4 p.m., room 204, e-mail announcement)
Place of teaching	Lecture hall 203 (Tuesdays, 5 p.m. – 8 p.m.)
Teaching methods	Lectures, seminar.
Teaching workload Lectures + Seminars + Exercises	30+15+0
Examination methods	The students are expected to write an interim essay based on assigned literature (a minimum of 5X1800 characters), and a final report based on research activities carried out during the course. The essay and the report will be graded, as well as the quality of student participation in the seminar discussions.
Start date	October 9, 2018 **End date** January 22, 2019

Examination periods	**1. term**	**2. term**	**3. term**	**4. term**
	February 5, 2019, at 11:00 (room 204)	February 19, 2019, at 11:00 (room 204)	September 3, 2019, at 11:00 (room 204)	September 24, 2019, at 11:00 (room 204)

Learning outcomes	After successful completion of the course the students will be able to: • compare the tenets, methods and techniques of various approaches to visual analysis in the cultural and social sciences; • apply the methods of visual analysis in the study of various instance of sociologically defined notion of identity; • prepare a report on an analysis of visual identity or an analysis of literature on the topic.
Enrolment prerequisites	Graduate level student status; knowledge of English.
Course subject	A discussion of the treatment of visual data in sociological analysis of identity. An account of various approaches to the study of the visual in the cultural and social sciences. A sociological definition of identity and its visual vehicles. Approaches to analysis of two-dimensional and three-dimensional visual data. Visual data in the built environment. Living forms of visual data. Visual data and mediatization of society. Analyses of the examples of visual vehicles of identity.
Required reading	Jenkins, R. (1996). Social Identity. London/New York: Routledge. Emmison, M., Smith, Ph. (2000). Researching the Visual: Images, Objects, Contexts and Interactions in Social and Cultural Inquiry, London/Thousand Oaks, New Delhi: Sage.
Additional reading	Banks, M. (2007). Using Visual Data in Qualitative Research. London/Thousand Oaks, New Delhi, Singapore: Sage (selected chapters).

Brighenti, A. M. (2010) Visibility in Social Theory and Social Research. Basingstoke: Palgrave Macmillan. Floch, J.-M. (2000). "IBM and Apple's Logocentrism", in: Visual Identities, London/New York: Continuum, pp. 33-62. Hall, S. (1997). "The Spectacle of the 'Other'", in Hall, S. (ed.) Representation: Cultural Representations and Signifying Practices. London/Thousand Oaks, New Delhi, Singapore: Sage, pp. 223-279. Kress, G. (2010) Multimodality: A Social Semiotic Approach to Contemporary Communication. London/New York: Routledge. Kress, G./Van Leeuwen, Th. (2006[2]). Reading Images: The Grammar of Visual Design. London/New York: Routledge. Rose, G. (2007). Visual Methodologies: An Introduction to the Interpretation of Visual Materials, London/Thousand Oaks/New Delhi/Singapore/Washington D.C.: Sage. Schade, S., Wenk S. (2011) Studien zur visuellen Kultur: Einführung in ein transdisziplinäres Forschungsfeld. Bielefeld: Transcript. Spencer, S. (2011). Visual Research Methods in the Social Sciences: Awakening Visions. London/New York: Routledge (selected chapters). Stanczak, G. C. (ed.) (2007). Visual Research Methods: Image, Society, and Representation. London/Thousand Oaks/New Delhi: Sage. Van Leeuwen, Th./Jewitt, C. (2001). Handbook of Visual Analysis London/Thousand Oaks/New Delhi/Singapore: Sage. Woodward, K. (ed.) 2004[2] Questioning Identity: Gender, Class, Ethnicity. London: Routledge, Open University.
Internet resources	Independent research of Internet resources is expected.
Quality assurance	In-course consultation with the students and University Quality Assurance Office surveys.
Conditions for obtaining signatures	Regular attendance of lectures and seminars.
Assignments of the credits for colloquia, seminars, exercises, exams	ECTS structure: lectures and seminars 1.5 credits, supervised and personal course work and studying 3.5 credits.
Assignments of the final grade	The final grade will be awarded based on the quality of the interim essay and final research report (80%). The quality of participation in seminar discussions will also be taken into account (20%).
Remarks	Plagiarism and cheating are not tolerated and will be dealt with in accordance with the Departmental guidelines. As this is a third semester graduate level course, student initiative and active intellectual exchange with the instructor are expected. A large part of the readings are assigned individually, based on student's interests and nature of the topics elaborated on in the essays.

		Following an introductory meeting of the course participants, the method of work best suited to the group dynamic and academic needs of the participants is agreed upon. Depending on the needs of the students and on the level of their previous knowledge, theoretical or field activities can be given a special emphasis within the course.	

Teaching topics – lectures, followed by a seminar on the topic

No.	Date	Title	Literature
1.	October 9, 2018	Introduction to the course. Visual data and sociological analysis.	Selected topic-related readings from compulsory literature. Additional readings on request.
2.	October 16, 2017	The development of visual research in the cultural and social sciences.	
3.	October 23, 2017	Different approaches to the analysis of the visual (visual semiotics, visual culture, visual studies, visual anthropology, visual sociology)	-II-
4.	October 30, 2017	A sociological definition of identity and its visual vehicles.	-II-
5.	November 6, 2017	Two-dimensional visual data.	-II-
6.	November 13, 2017	Three-dimensional visual data.	-II-
7.	November 20, 2017	Visual data in the built environment.	-II-
8.	November 27, 2017	Visual data and the body.	(Reading of the selected literature.)
9.	December 04, 2017	Visual data and mediatized society.	-II-
10.	December 11, 2017	Analysis of visual identity: Example 1.	-II-
11.	December 18, 2017	Analysis of visual identity: Example 2	-II-
12.	January 8, 2018	Analysis of visual identity: Example 3.	-II-
13.	January 15, 2018	(holiday, no class)	
14.	January 22, 2018	Concluding remarks: Towards a sociological analysis of visual identity.	-II-

Teacher: