

<b>Course Code</b>	<b>Analysis of Media Images</b> UNYP 91338
<b>Level</b>	Upper-level course in a Bachelor's degree program
<b>Credits</b>	3 semester credits / 6 ECTS
<b>Pre-requisite(s)</b>	C- or better in Visual Culture

<b>Scheduled meetings</b>	45 hours
<b>Average preparation time</b>	105 hours
<b>Total student work time</b>	150 hours

**Description**

The course consists of the analysis of pictorial content/subject matter of both still and moving images for mass consumption, and how both the construction and presentation of this content influences audience response to and interpretation of contemporary issues. 35mm slides and video are used to illustrate points presented in lecture. The purpose of the course is to provide students with knowledge and skills necessary to analyze and interpret media images within the framework and contexts of agenda set by image-makers and commissioning agents, and to be able to more critically judge the nature and validity of the framework/contexts for themselves.

- Learning outcomes**
- Upon successfully completing this course, the student will be able to:
- consolidate the material presented in Visual Culture, and
  - apply it to specific, as opposed to general, aspects of media image content;
  - apply specific criteria of content to media images intended for particular audiences;
  - analyze how these criteria of pictorial content can work individually and in concert in any given media image;
  - analyze how the juxtaposition or sequencing of images, or images with text, affects their interpretation;
  - begin to apply this knowledge within the framework of larger analytical systems.

**Study literature**

Hall, Stuart (1997). Representation: Cultural Representations and Signifying Practices. Milton Keynes: The Open University.

Lazroe, Beth. (1998) Photography as Visual Communication: A Curriculum. Prague: FAMU.

Lazroe, Beth (1997) Perception, Culture, Representation and the Photographic Image. Ljubljana: World Young Photography.

Fisk, Robert (5 December 1993). Through a Lens, Fuzzily. London: The Independent on Sunday.

Goodman, Amy with David Goodman (2004), *Myth and Reality: The Jessica Lynch Hoax*, in *The Exception to the Rulers*. London: Arrow Books, pp. 269-275

Hall, Stuart (1997). *Representation: Cultural Representations and Signifying Practices*. Milton Keynes: The Open University.

Showalter, Elaine (1987). *The Female Malady*, London: Virago.

Sontag, Susan, (1996). *Fascinating Fascism*, in *Under the Sign of Saturn*. New York and London: Vintage.

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.