

VAH 2293F/FILM2228F ART AND MASS MEDIA

Fall 2016

Professor: C. Sprengler

Office: VAC 218

Office Hours: Tuesdays 11:30-12:30 or by appointment

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Teaching Assistants

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Class Time: Tuesdays 8:30am-11:30am

Room: NCB 114

COURSE DESCRIPTION

This course examines the complex relationships that have emerged since the mid-twentieth century between art and the mass media, particularly film and television. We will begin with an exploration of the theoretical discourses that help us analyze and contextualize image-making practices. Then, we consider the collaborations and conflicts that have marked the intersections between the artworld and the worlds of cinema and television. Specifically, we will focus on how artists have engaged with the content and institutional structures of the mass media as well as how the mass media has represented, and responded to, artists and the art world. This course is primarily lecture-driven. There is no final exam.

LEARNING OBJECTIVES

1. Depth and Breadth of Knowledge

Students will have a thorough knowledge of the key critical and theoretical frameworks that pertain to the practices being studied and will be able to engage with works of art and other media according to those frameworks. Specifically, this course will familiarize students with the works, theoretical concepts and debates central to investigations into the relationship between art and various forms of mass media.

2. Knowledge of Methodologies

Students will acquire the discursive/theoretical vocabularies that are utilized in debates within the field, and will demonstrate their knowledge of the field through the deployment of the vocabulary in writing.

3. Application of Knowledge

Students will utilize their knowledge of appropriate methods, the vocabularies pertinent to the field, and their ability to make appropriate judgements, in order to develop a sound argument regarding a particular practice or historical development, and will be able to defend their argument according to a knowledge of scholarly works. Moreover, students will learn to evaluate written texts, analyze a diverse array of visual imagery and think critically about the relationship between art objects and their contexts.

REQUIRED TEXTS

(AVAILABLE FROM THE UNIVERSITY BOOKSTORE)

1. Marita Sturken and Lisa Cartwright, *Practices of Looking: An Introduction to Visual Culture*. (2nd Edition), Oxford: Oxford University Press, 2009.
2. Various articles available online through Western Libraries and elsewhere.

(Please see weekly schedule below for citation information and web addresses where applicable.)

EVALUATION

Short Iconic Image Analysis (Essay #1): 20%

Assigned: September 20, 2016
Due: October 4, 2016
Length: 750-1000 words (3-4 typed pages)

Essays must be typed, doubled-spaced, and handed in at the beginning of class. Late essays will receive a 1% penalty per day. For example, if an essay worth 20% of your final grade is due Tuesday but submitted on Wednesday, the maximum mark you can receive is 19/20. Sources referred to must be cited according to the **Chicago Manual of Style** and a full bibliography included. We will spend time in class reviewing the marking criteria and the details of this assignment.

Midterm Test: 30%

Date: October 18, 2016
Length: 2 hours

Representation of Art in Mass Media Analysis (Essay #2): 40%

Assigned: October 25, 2016
Due: December 6, 2016
Comments Deadline: November 29, 2016
Length: 1500-1750 words (6-7 typed pages)

Image Submissions and/or Short Responses: 10%

Complete 5 out of the following 8, worth 2% each
Due: various dates, two days before lecture (i.e. by Sunday at 5pm)
Email to: csprengl@uwo.ca
Length: various (see below)

Please note: The weekly readings will assist you in completing some of these short assignments. You will find definitions of the key terms “iconic image,” “appropriation,” and “the gaze” in the Sturken and Cartwright textbook.

Western Ontario Visual Arts Department

POLICIES

Student Conduct:

All students will conduct themselves in a manner that will be consistent with the maturity and academic integrity expected of university students. Student conduct shall be consistent with the general laws of the community and with University regulations. Students shall show regard and respect for the rights, safety, and property of all members of the University community and are expected to act in a responsible manner within the University and the community at large.

Attendance:

A student who misses more than 15% of the course hours, without written corroboration for health or bereavement, can be debarred from writing final exams, or participation in final studio evaluations. Note that if a student consistently is absent from a 3-hour class for 1 hour, they will exceed the 15% cutoff and can be debarred.

Prerequisites:

You are responsible for ensuring that you have successfully completed all course prerequisites and that you have not taken an antirequisite course. Lack of prerequisites may not be used as basis of appeal. If you are not eligible for a course, you may be removed from it at any time, and you will receive no adjustment to your fees. These decisions cannot be appealed.

Plagiarism:

Plagiarism, which may be defined as "The act or an instance of copying or stealing another's words or ideas and attributing them as one's own," will not be tolerated. (Citation excerpted from Black's Law Dictionary, 1999, 7th ed., p. 1170). (Refer to www.westerncalendar.uwo.ca/2016/pg113.html# or the 2016/2017 Western Academic Calendar, p. 18-19, with regards to academic penalties for plagiarism.) This includes presenting the visual or aural work of another creator as your own. Visual or Aural Plagiarism may involve both hand-based media such as drawing, painting, printmaking and sculpture, as well as digital media such as photography, video and sound. It includes work subsequently manipulated or transferred between different media, as well as self-plagiarism – work submitted for assignments previously produced and graded for another course. Similar to textual plagiarism, all student work involving the visual or aural work of others must be appropriately cited/identified whether in print or orally. Failure to do so will lead to similar academic penalties as those identified in Western's Academic Calendar.

Medical Policy:

Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components and/or assignments worth 10% or more of their final grade must apply to the Academic Counselling office of their home Faculty and provide documentation. Academic accommodation cannot be granted by the instructor or department. See course outline for specific arrangements regarding less than 10% of assignments.

Mental Health:

"Students who are in emotional/mental distress should refer to Mental Health@Western http://www.health.uwo.ca/mental_health/ for a complete list of options about how to obtain help."

Building Access:

The John Labatt Visual Arts Centre will be closed at 10:30 pm each night. There will be no after-hour access for undergraduate students. The Centre is open weekends 12:00 pm-5:00 pm. Students should be prepared to vacate the building promptly at 10:30 pm and 5:00 pm. You must also sign-in with the building monitors when working in the workshop areas outside of regular office hours.

Permission re: Promotion

You grant permission for Western University to reproduce your name, information describing your artwork, representations of your work and any other information you have provided for the purpose of display, promotion and publicity either now or in the future.

By installing your artwork in the John Labatt Visual Arts Centre, you grant Western University an irrevocable, perpetual, royalty-free world-wide licence to photograph your artwork and use such photograph(s) for the promotion of your artwork and/or Western University, including, without limitation, advertising, display, editorial, packaging, promotion, television, social media, the Department of Visual Arts website, flickr, Twitter, Instagram etc.). Students wishing to not have their work photographed should not exhibit it in the Visual Arts Centre, Artlab Gallery or Cohen

Commons. As the area is open to the public, students, faculty, staff and other visitors will not be prohibited from photographing your artwork while on exhibit at the John Labatt Visual Arts Centre.

You otherwise retain all ownership in your artwork.

Artwork Installation Liability Release

You understand that the area where your artwork will be hanging or displayed is unsupervised and is in a part of the building that may be open to the public, day and evening, whether or not the building is open. Western University accepts no responsibility for damage to, or loss of, artwork at any time while on display or while being transported to or from the John Labatt Visual Arts Centre. By displaying your artwork in the John Labatt Visual Arts Centre, you accept all risk of loss or damage to your artwork. Western University does not provide insurance for the artwork on exhibition. **If you wish to insure artwork, it is your responsibility to do so.**

Removal

Western University reserves the right to dispose of artwork not picked up by April 15th of each year.

Please remember:

One of the most important resources for course counselling, special permissions, course changes, grade appeals, etc., is the Undergraduate Chair of Visual Arts, Professor C. Barteet (tel. 519-661-3440; vaugc@uwo.ca). Please note, however, that should you encounter any serious difficulties due to illness, family emergency, etc., you should consult the Academic Counselor for your Faculty. Ms. Amanda Green and Mr. Ben Hakala are the academic counselors in the Faculty of Arts and Humanities located in IGA Building, Room 1N20.

The Student Development Centre (WSS room 4111; tel: 519-661-3031; www.sdc.uwo.ca) offers a wide range of useful services including workshops on learning skills, career and employment services, and an effective writing program, amongst many more.

The D.B. Weldon Library offers orientation tours from the first week of classes until Thanksgiving, where you will get acquainted with the numerous research resources available. As well, the University libraries have an extremely useful website where you can search the library system, the databases, view your circulation record, renew materials, access your UWO e-mail account, and much more. Check it out at: www.lib.uwo.ca.

Financial Aid Services is your main source of information for OSAP, bursaries, loans, scholarships, and the work-study program which offer part-time positions on campus for Western students. Tel: 519-661-2100; e-mail, finaid@uwo.ca; or check out their website at http://www.registrar.uwo.ca/student_finances/financial_counselling.html

August 23, 2016