

VAH 2293F ART AND MASS MEDIA

Fall 2018

Professor: C. Sprengler

Office: VAC 218

Office Hours: Wednesdays 10:30-11:30 or by appointment

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Class Time: Wednesdays 11:30am-1:30pm in class + online component

Room: NCB 117

COURSE DESCRIPTION

This blended 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 art world 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.

EVALUATION

Short Iconic Image Analysis (Essay #1): 15%

Midterm Test: 25%

Representation of Art in Mass Media Analysis (Essay #2): 35%

Online Component: Image Submissions and/or Short Responses: 25%