

**LIT 6934: Visual Rhetoric, Visual Literacy, Visual Culture**

**Spring, 2016**

**R 3-5**

**352-294-2868**

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**Dobrin**

**TUR 4414**

**Office Hours by Appointment**

**Description**

Gunther Kress—along with many other rhetoric, writing, media, and communications scholars—has argued that the image is rapidly overtaking writing as the primary form of public communication. This course will examine the implications of such a claim, and will consider how visual rhetoric(s) might emerge, how we might establish visual literacy, and what it means to live in a visual culture. Throughout the course we will consider visual rhetorical theories as well as multiple forms of visual media/mediation.

**Texts**

Beatty, Bart. *Comics Versus Art*. U of Toronto P, 2012. 978-1442612044

Berger, Arthur. *Seeing is Believing*. McGrawHill, 2011. 978-0073512020

Berger, John. *About Looking*. Vintage, 1992. 978-0679736554

Calvino, Italo. *The Castle of Crossed Destinies*. Mariner Books, 1979. 978-0156154550

Clark, Michael. *Verbalizing the Visual: Translating Art and Design into Words*. AVA Publishing, 2007. 978-2-940373017

Crow, David. *Visible Signs: An Introduction to Semiotics and the Visual Arts*. 2nd Ed. AVA Publishing, 2010. 978-2940411429

Eisner, Will. *Comics and Sequential Art: Principles and Practices from the Legendary Cartoonist*. W.W. Norton, 2008. 978-0393331264

Gries, Laurie. *Still Life with Rhetoric: A New Materialist Approach for Visual Rhetorics*. Utah State UP, 2015. 978-0874219777

Hariman, Robert and John Louis Lucaites. *No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy*. U of Chicago P, 2011. 978-0226316123

Hill, Charles A. and Marguerite Helmers, eds. *Defining Visual Rhetorics*. Routledge, 2004. 978-0805844030

Ingold, Tim. *Lines: A Brief History*. Routledge, 2007. 978-0415424271

Madden, Matt. *99 Ways to Tell a Story: Exercises in Style*. Chamberlin Brothers, 2005. 978-1596090781

Mitchell, W.J.T. *Iconology: Image, Text, Ideology*. U Chicago P, 1987. 978-0226532295

Mitchell, W. J.T. *What do Pictures Want?: The Lives and Loves of Images*. U Chicago P, 2006. 978-0226532486

Sousanis, Nick. *Unflattening*. Harvard UP, 2015. 978-0-674-7443-1

Starosielski, Nicole. *The Undersea Network (Sign, Storage, Transmission)*. Duke UP, 2015. 978-0822357551

### **Reading Schedule**

*Ml*—Course Introduction

1/14—No class meeting

1/22—Hill and Helmers; Calvino

1/28—Crow; Clark

2/4—Berger; Berger

2/11—Hariman and Lucaites

2/18—Ingold

2/25—No class meeting

3/3—No class meeting; spring break

3/10—Mitchell; Mitchell

3/17—Eisner; Madden

3/24—Beaty

3/31—Gries

4/7—Starosielski

4/14—Sousanis

### **Requirements**

- Class participation
- Each student will select one of the days to serve as discussion leader
- Each student will present 1 “making” tool
- Each student will write one seminar paper geared toward future revision for publication.  
Each student should meet with me individually to discuss possible paper topics/positions.

### **Policies**

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

This class adheres to UF's policies regarding grading, which can be found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Phone numbers and contact sites for university counseling services and mental health services: <http://www.counseling.ufl.edu/cwc/Default.aspx>; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.