

2004 年下學期碩博士選修

## 視覺文化理論

Theory of Visual Culture

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[ 課程大綱 ] 接續上學期的「文化理論」課程，視覺文化理論一課程將以視覺的概念為主軸探討相關之文化理論。為什麼我們要瞭解視覺文化？視覺理論不能只定位在「眼睛視覺」，視覺文化理論所檢視的是，在現代與後現代社會之中所產生的文化意義以及主體經驗；視覺文化的歷史所牽涉到的是，現代與後現代社會的主體建構，以及世界圖像與日常生活的文化意義之產出與閱讀。「視覺」既不是獨立於真實經驗存在的現象，也不可能脫離社會性；視覺化的歷史是階級、性別、族群的組成，視覺歷史的領域具有 contested 與 debated 的特質。

我們以 Foucaultian 視覺文化理論為基礎，檢視不同視覺媒體並探討視覺文化各理論之辯論，包括精神分析、後結構主義、女性主義文化理論等不同觀點與對話。從視覺理論出發，此課程所要處理的包括主體性、二元對立、自我與他者以及現代性。本課程分為二部分，第一部份，我們將以 Barthes, Foucault, Benjamin, Lacan 等理論家為主，切入視覺文化理論在不同視覺媒體的應用。此部分，我們也將討論 Donna Haraway 的女性主義研究法 (situated knowledge) 以及認識論雙重視野 (double vision) 的概念。第二部份課程「modernity and visibility」以議題為主軸，切入性別、階級、種族與視覺文化的關係。我們將主要以後殖民理論、性與性別、現代性為主軸，討論視覺化在不同文本中的意義生產。

[ 課程要求 ] 期中讀書報告一篇。選擇課程中的 core reading 或 background reading 文章兩至三篇寫讀書報告約 5000 字，期末考後交學期報告一篇 (5000-1000 字)。

## [ 書目 ]

- \*Berger, John. 1972. *Ways of Seeing*.
- \*Friedberg, Anne. 1993. *Window Shopping: Cinema and the Postmodern*. Berkeley: University of California Press.
- \*Sarah Kember. 1998. *Virtual Anxiety: Photography, New technologies and Subjectivity*. Manchester, New York: Manchester University Press.
- \**Visual Culture Reader*. 1998. ed. By Nicholas Mirzoeff. London: Routledge. [VCR] Haraway, Donna.
- \*視覺文化導論。Nicholas Mirzoeff 著，陳芸芸譯。韋伯文化。
- \*Howells, Richard. 2003. *Visual Culture*. Cambridge, Oxford: Polity.
- \* Evans, J. and Hall, S. (eds). 1999. *Visual Culture: the reader*. London: Sage.
- \* *The Sexual Subject: A Screen Reader in Sexuality*. London: Routledge.
- \*Williams, Linda. *Viewing Positions: Ways of seeing film*. Rutgers Uni. Press.

### 以下所列出為主要書目

#### 第一部份

##### **Week 1 導論**

##### **Week 2. what is visual culture?**

Mirzoeff, Nicholas. 'What is visual culture?' in [VCR]

Rogoff, Irit. 'Studying Visual Culture' in [VCR]

##### **Week 3. 視野與方法論：Vision, Methodology and Epistemology**

Haraway, Donna. 'The Persistence of Vision' in VCR.

-----'Situated Knowledge: the science question in Feminism and the privilege of partial perspective' in *Simians, Cyborgs and Women*.

##### **Week 4. Foucault : panopticism**

Foucault, M. 1977. 'Panopticism' in *Discipline and Punishment*. London: Penguin.

Friedberg, Anne. *The Mobilized and Virtual Gaze in Modernity: Flaneur/Flaneuse* ' in *Window Shopping: Cinema and the Postmodern*.

##### **Week 5. Foucault: the clinical gaze**

\*Foucault. 1973. *Birth of the Clinic: An archaeology of Medical Perception*. Preface and Pp.3-21

Stafford, Barbara Maria. 1992. *Body Criticism: Imagining the Unseen in*

Enlightenment Art and Medicine.

\*Stacey, Jackie. *Teratologies: A Cultural Study of Cancer*. London: Routledge, 1997.

**Week 6.** Barthes

Barthes, R. 'Rhetoric of the image' and 'Myth Today' in Evans, J. and Hall, S. (eds). 1999. *Visual Culture: the reader*. London: Sage.

De Lauretis, T. 1984. 'Semiotics and Experience' in *Alice Doesn't*.

**Week 7.** Barthes

\*Barthes, R. 1981. *Camera Lucida*. Trans. By Howard, Richard. Hill and Wang.

Kuhn, Annette. 1995. 'Introduction' in *Family Secrets: Acts of Memory and Imagination*. London: Verso.

**Week 8.** Benjamin: the work of art in the age of mechanical reproduction

Benjamin, W. 'the work of art in the age of mechanical reproduction' in *Visual Culture: A Reader* (Evans, Hall).

Slater, Don. 'Marketing mass photography' in *Visual Culture: A Reader*.

**Week 9.** desire and identification in the narrative cinema

Mulvey, L. 1992. 'Visual Pleasure and Narrative Cinema'. In *Screen Reader in Sexuality*.

De Lauretis, Teresa. 1984. 'Desire in Narrative' in *Alice Doesn't: Feminism, Semiotics and Cinema*. Macmillan.

**Week 10.** Psychoanalysis and visual cultural

Buscombe, Edward, Christine Gledhill, Alan Lovell and Christopher Williams. 1992. 'Psychoanalysis and Film' in *the Sexual Subject: A Screen Reader in Sexuality*.

'Introduction' in *Psychoanalysis and Cultural Theory: Thresholds*, edited by James Donald. London: Macmillan Education, 1991.

第二部份 Modernity and visuality

**Week 11.** [Cinema] modernity, postmodernity and cinema

\*Friedberg, Anne. 1994. 'Cinema and the Postmodern Condition' in *Viewing Position*.

\*Jameson, Fredric. 1991 *Nostalgia. Postmodernism, or, the cultural logic of late capitalism*. London : Verso, 1991

**Week 12.** [Cinema] Race, cinema and vision [screening]

Dyer, Richard. 'Don't look now: the male pin-up'. In *A Screen Reader in Sexuality*.

Gaines, Jane. 'White Privilege and looking relations: race and gender in feminist film theory' in *Visual Culture: A Reader*.

**Week 13.** [Photography] Colonial photography

Bhabha, Homi. 'The Other question: the stereotype and colonial discourse' in *the Sexual Subject: A Screen Reader in Sexuality*.

Maxwell, Anne. 1999. *Colonial Photography & Exhibitions: Representations of the "Native" and the Making of European Identities*. London: Leicester Uni Press.  
(Introduction)

**Week 14.** [Photography] Photography and modernity

Crary, J. 'Modernizing Vision' in *Viewing Positions: Ways of seeing Film*.

Virilio, P. *The Vision Machine*. London, BFI.

**Week 15.** [Photography] Time and death

Metz, Christian. *Photography and Fetish*. Edited by Carol Squiers, *The Critical Image: Essay on Contemporary Photography*. Seattle: Bay Press, 1990.

Barthes, R. *Camera Lucida*.

**Week 16.** Science, technology and vision: the maternal body and reproductive technology

Petchesky, Rosalind Pollack. 1987. 'Foetal Images: the Power of Visual Culture in the Politics of Reproduction' in Michelle Stanworth (ed) *Reproductive Technologies: Gender, Motherhood and Medicine*. Oxford: Polity.

Berlant, Lauren. 1997. *The Queen of America goes to Washington City*. Chapter 3.