



University of Pretoria Yearbook 2016

Visual culture studies 222 (VKK 222)

Qualification	Undergraduate
Faculty	Faculty of Humanities
Module credits	20.00
Programmes	BIS Publishing BA (Fine Arts) Fine Arts BA Extended Programme BA Humanities BA Information Design Information Design BA Languages Languages BA Law BA Visual Studies BPolSci Political Studies
Service modules	Faculty of Engineering, Built Environment and Information Technology
Prerequisites	No prerequisites.
Language of tuition	Double Medium
Academic organisation	Visual Arts
Period of presentation	Semester 1

Module content

New media in visual culture

This module highlights and investigates emerging new media technologies by emphasising and critically analysing the cultural, political, rhetorical and aesthetic possibilities of these tools. New media is considered in terms of archiving, the digitisation and display of visual cultures, branding and dissemination of visual cultures. Theorists may include: McLuhan, Kellner and Manovich.

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