

## 28229 - Art and mass culture

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 28229 - Art and mass culture

**Faculty / School:** 103 - Facultad de Filosofía y Letras

**Degree:** 420 - Degree in History of Art  
619 - Degree in History of Art

**ECTS:** 6.0

**Year:**

**Semester:** Second semester

**Subject type:** Optional

**Module:**

### 1. General information

This subject aims to provide students with a theoretical, aesthetic and historical approach to the main mass media of reproduction techniques and serial production of images between the 19th and 21st centuries (posters, comics, advertising, photography, television, video games, Internet or digital animation), embedding this production in the historical and cultural context in which it arose. For this reason, it is recommended to previously take the compulsory subjects related to contemporary art that are taught in the degree program.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement. And, specifically, with the following SDGs: Goal 4: Quality Education; Goal 5: Gender Equality; Goal 10: Reduction of inequalities; Objective 16: Peace, justice and strong institutions; Objective 17: Alliances to Achieve Objectives.

### 2. Learning results

In order to pass this subject, the students shall demonstrate they has acquired the following results:

-Is capable of constructing with rigor and critical sense a discourse and conclusions on the subject matter of study, where the student's capacity for analysis, synthesis and abstraction can be appraised (referred to CG01).

-Is able to understand the need to carry out professional work related to art and mass culture in the different manifestations developed between the 10th and 21st centuries, with an attitude consistent with the respect for fundamental rights and the principles of equal opportunities and equality between men and women, and in accordance with democratic values such as respect for the differences and the peaceful resolution of conflicts (referred to CG06).

-Is able to demonstrate a critical knowledge of art and mass culture and the historical evolution of the image, from the appearance of the multiple image and the sequenced image, to the photographic, cinematographic and digital image, i.e. a knowledge of its sources, characteristics, functions and meanings, and of its main lines and causes of evolution in the period under study (referred to CE4).

-Is able to demonstrate a knowledge of the main iconic media such as photography, comics, posters, advertising, cinema, television, video games and the Internet, of the different stylistic and aesthetic trends that have conditioned them, of the main artists who have practiced these disciplines and of the milestones and fundamental works in each of their representative periods (referred to CE5).

-Is capable of observing, analysing, describing and contextualizing the most outstanding manifestations of art and mass culture, in the corresponding social-historical context (referred to CE6)

-Is able to catalogue the artistic work and to situate it in the cultural environment, historical period, style, movement or tendency to which it belongs and, if applicable, in the global production of its author (referred to CE07)

-Is able to interpret the most relevant exponents of art and mass culture between the 19th and 21st centuries, through the consideration of their aesthetic values, reflection on their form, function and meaning, and the study of their relationship with the historical, cultural, social, economic, political, ideological, religious and individual context in which they were created (referred to CE8).

-Is able to perform introductory work in this subject such as search and collection of information by different means and work from bibliographic consultation of specific sources relating to art and mass culture using, where necessary, ICT and other modern foreign languages (referred to CE13).

### 3. Syllabus

## I.- THE CONSTRUCTION OF MASS VISUAL CULTURE: HISTORICAL EVOLUTION OF THE IMAGE

1. From the single image to its multiplication. Theoretical basis.
2. The discovery of photography and the dilemma of realism.
3. The conflict of reality in the digital universe: globalization and image manipulation.

## II.- ICONIC MEDIA. NEW CHANNELS FOR ARTISTIC CREATION AND COMMUNICATION

1. From cartoon to image sequencing.
2. The hegemony of visual culture.

## 4. Academic activities

The program offered to the student to help them achieve the expected results includes the following activities:

- 1) **Theoretical classes:** oral presentations by the teaching staff of the theoretical contents of the subject in the classroom (lectures)
- 2) **Practical classes:** analysis, commentary and interpretation of images through the projection of mass media works and their audiovisual creations.
- 3) **Study and personal work.**
- 4) **Tutorials.**
- 5) **Assessment tests.**

## 5. Assessment system

### First call

**Global assessment** (to be carried out on the date established in the academic calendar), which constitutes 100% of the final grade, and which consists of these activities:

- **Practice report (20%):** identification and cataloguing of 2 works, indicating the title of the work, authorship, chronology and technical, aesthetic or historical contributions. Duration: 30 minutes.
- **Individual work (20%):** original written work resulting from the readings and the work of analysis and reflection carried out around a topic, under the guidance of the teacher. It will be delivered in mid-April.
- **Exam (60%):** development of a topic related to the subject. Duration: 60 minutes.

The assessment criteria are: quality of the contents, clarity and rigor in their presentation; ability to relate to other works in the framework of Art History; ability to analyse and synthesise; adequate use of artistic terminology; presentation and formal correctness.

A grade of 5.0 is required to pass this subject.

### Second call

**Global assessment** (100%) identical to the first call.