

## 68046 - Audiovisual art and culture in East Asia and its impact in the Western world

### Syllabus Information

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**Academic year:** 2024/25

**Subject:** 68046 - Audiovisual art and culture in East Asia and its impact in the Western world

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

**Degree:** 550 - Master's in Advanced Studies in the History of Art

**ECTS:** 6.0

**Year:** 1

**Semester:** Annual

**Subject type:** Optional

**Module:**

### 1. General information

This subject provides an approach to the current East Asian Arts (architecture, plastic arts, arts related to new technologies, design, advertising, fashion, television, cinema, anime, manga and video games) and their diffusion and impact in the world and in Spain. It also offers the students some guidance on how to research these areas of study.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement. In addition to SDGs 4, 5 and 10 indicated in section 6 of this guide, this subject works on the SDGs 16: Peace, justice and strong institutions and 17: Partnerships to achieve the goals.

### 2. Learning results

Upon completion of this subject, the student will be able to:

1- systematically search, organize and coherently interpret information obtained through different ways and from different sources (bibliographic, documentary, oral, etc.), related to the current Art and Audiovisual Culture of East Asia and the phenomenon caused by its presence, diffusion and impact in the West.

2- integrate knowledge and face the complexity entailed by the formulation of judgments regarding Art and Audiovisual Culture of East Asia and the phenomenon caused by its presence, diffusion and impact in the West based on incomplete or limited information that includes reflections on the social and ethical responsibilities linked to their specialized knowledge and judgments.

3- analyse complex phenomena, exercise abstraction and synthesise knowledge at advanced and specialised levels in the field of study of Art and Audiovisual Culture of East Asia and its dissemination in the West.

4- lead a team to create a specialised content work (Art and Audiovisual Culture of East Asia), as well as effectively develop the work as a member of the group, performing the assigned tasks in all cases showing initiative and responsibility.

5- disseminate and communicate contents, arguments and judgements related to the field of study Art and Audiovisual Culture of East Asia in a clear and convincing, organised and coherent manner, either orally or in writing. Discuss within a group the contributions made in academic works of an advanced level and in research works.

6- make effective use of ICT, both in the search for information sources and in the organisation of the data found, as well as in the communication or dissemination (oral and written) of the results of the works on the field of study of Art and Audiovisual Culture of East Asia and its dissemination in the West.

7- demonstrate an advanced knowledge of the most important sources, of the current interpretative approaches and fundamental topics of debate, the specificities and problems and the keys of research in the field of Art and Audiovisual Culture of East Asia (architecture, plastic arts, arts related to new technologies, design, cinema, anime, manga and video games) as well as the phenomenon caused by their presence, dissemination and impact in the West.

8- plan and develop, individually and in teams, in accordance with the scientific method, the critical canons and the ethical codes of the discipline, works of an academic nature at an advanced level or works of initiation to research in the field of study of current Art and Audiovisual culture of East Asia and their significant presence, dissemination and impact in the West.

9- analyse and critically assess the specific sources of information (documentary, bibliographic, oral sources, etc.), especially those of an unpublished nature, in the field research of current Art and Audiovisual culture of East Asia and their presence, dissemination and impact in the West.

10- systematically construct, with accuracy and critical sense, theories, theses or conclusions about current Art and Audiovisual culture of East Asia and their dissemination in the West that contribute to the knowledge of this area of Art History. Such theories, theses and conclusions must be based on the knowledge acquired, the information gathered and the analysis of works of art.

### 3. Syllabus

- Topic 1. Presentation.

- Topic 2. The plastic arts of the Contemporary Age in Japan.
- Topic 3. The plastic arts of the Contemporary Age in China.
- Topic 4. Japanese architecture today: Tokyo: a paradigm of postmodernity.
- Topic 5. Approach to contemporary Japanese cinema
- Topic 6. Approach to contemporary Chinese cinema.
- Topic 7. Contemporary Japanese design
- Topic 8. Art and mass culture in Japan today: manga, anime and video games, advertising and fashion.
- Topic 9. The impact of Japanese art linked to Zen in the West.

#### 4. Academic activities

Theoretical classes: oral presentations by the teachers in the classroom, lectures, with didactic support.

- **Practical classes** (in the classroom or outside the classroom with the teachers): will consist of analysis, commentary and cataloguing of artworks.

-**Practical classes outside the classroom.** Visits to museums, private art collections, libraries and exhibition halls.

-**Individual writing** of an academic or introductory research work, carried out under the guidance of the teacher, based on the knowledge acquired, the information gathered from various sources (bibliographical, documentary and oral) and the analysis of artistic works (field work).

- **Personal work**

-**Tutorials:** guidance and review of assignments.

-**Assessment tests**

#### 5. Assessment system

##### First call

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

- Participation (25%) in the theoretical and practical classes. Criteria: participation and critical reflection in the discussions and in the completion of exercises handed in to the professor will be valued. Value:

- Practical works (20%): It will be presented in writing (10%) and orally with the use of ICT (10%). Correctness of contents, order and clarity will be valued.

- Individual work (55%): Study of a topic or artist discussed in the context of the subject. Length: 10-15 pages. Criteria: A written academic or introductory research work using the scientific method will be assessed.

##### Second call

**Global assessment** (to be carried out on the date established in the academic calendar)

The second call follows the same system, tests, computations and evaluation criteria as the first call.

#### 6. Sustainable Development Goals

4 - Quality Education

5 - Gender Equality

10 - Reduction of Inequalities