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Title: Visual Sociology  
Status: Definitive  
Code: **6111SOC** (124606)  
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Humanities and Social Science

| Team            | Leader |
|-----------------|--------|
| David Chalcraft | Y      |

**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 33  
**Total Learning Hours:** 200      **Private Study:** 167

### Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 22            |
| Off Site  | 5             |
| Seminar   | 6             |

**Grading Basis:** 40 %

### Assessment Details

| Category  | Short Description | Description | Weighting (%) | Exam Duration |
|-----------|-------------------|-------------|---------------|---------------|
| Portfolio | AS1               | Portfolio   | 100           |               |

### Aims

1. To explore the use and interpretation of visual data/representation in sociological analysis of variables and in theory past and present.
2. To familiarize students with the work of leading social documentary photographers and their relevance to recording and challenging social practices, conditions and inequalities.

3. To consider the methodological issues and ethical implications of gathering and interpreting visual data and provide opportunities to generate or collect visual data and subject it to critical sociological reflection.
4. To explore how visual representation is used by various members of society to communicate specific meanings and reinforce or challenge social values and arrangements with specific reference to the role of visual images and monuments in the individual and public experience of memory, recollection, trauma and remembrance.
5. To understand the range of visual representation extant in all areas of everyday life and examine the ways in which sensory experience is part of the ontology of the social being.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate critical awareness of sociological explanations of the role of visual representation in social life.
- 2 Critically evaluate the work of selected social documentary photographers and visual sociologists from a sociological point of view.
- 3 Demonstrate successful experience of generating or collecting visual data for sociological analysis.
- 4 Sociologically analyse the relation between individual and collective experiences of memory and visual representation through the production of a visual essay.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

|                       |   |   |   |   |
|-----------------------|---|---|---|---|
| Portfolio, 4000 Words | 1 | 2 | 3 | 4 |
|-----------------------|---|---|---|---|

## Outline Syllabus

*Sociological theories of visual representation and photography*  
*Interpreting the meaning of visual images*  
*Relation between words and images in enquiry and 'writing up' research*  
*Forensic photography*  
*Ethical dimensions of gathering visual data*  
*Brief introduction to the practicalities of using cameras in sociological work*  
*Visual analysis of aspects of social life including: body image, advertising, sport, religion, work, ethnicity, conflict, migration, famine*  
*Photo-elicitation and understanding how others 'see' the world*  
*Analysis of the role of photography and photographs in family life*  
*Memory, Archives, Museums and Monuments and Photography*  
*The use of photography in the production of sociological knowledge past and present*  
*Colonial Encounters and the use of photography in Anthropology*  
*The uses of Ethnographic film*  
*Analysis of the work of central social documentary photographers in the history of the medium*

*Sociology of the technology of Photography and the Digital Revolution*  
*Dubois presentation of the 'Souls of Black Folk' through Photography at the Paris Exhibition, 1901*

## **Learning Activities**

Lectures, Seminars, Tutorial, off-site visits.

## **Notes**

This module encourages students to think sociologically about the role of visual images and representation in social life, and be able to sociologically analyse and explain the role and meaning of representations. In particular, the modules aims to make students familiar with contemporary and past examples of the use of visual representation, especially photography (and sometimes ethnographic film), by social documentary and street photographers and by sociologists and anthropologists. Students refine their skills of visual interpretation (gained at levels 4 and 5), and experience the research process of gathering and generating visual data for sociological analysis for themselves. Students apply sociological theory of visual representation to their own projects which includes analysis of 'photography and family life', of a case study analysis of a leading practitioner of visual sociology, and the production of a final visual essay.