

Day and time:Tuesday, **weekly sessions: 12:00-14:00****Instructor:** Alessa Paluch**Contact:** alessa.paluch@googlemail.com**Language Requirements:** English B2 / A high standard of academic English is required to participate in this seminar**Location:** Hausvogteiplatz 5-7, 10117 Berlin, room: 0203

Not just since the so called *Iconic Turn* has academic research been highlighting the human need for images and visualizations in its diverse variations.

This seminar focuses on the double meaning of *Image* as a picture with a certain imaginative power (e.g. symbols, iconic images), and *Image* as reputation. This double meaning reveals itself quite obviously in the context of the city, in this case: Berlin. Berlin's reputation as *Capital of Cool*, *City of Tolerance* and (*affordable*) *Hub of Creativity* – just to name a few attributions – is also symbolized via certain images. If this is true for contemporary Berlin it proves to be so even more in regard of its history, especially that of the 20th century: historic moments like the fall of the Berlin Wall are always also represented in images. The image(s) of Berlin is/are thus an interconnected mixture of past, present and hoped for future.

This seminar looks closer at some of these images – ranging from iconic photographs to music video clips to official marketing campaigns – and allows students to reflect on their symbolic meaning and varying interpretations, their impact on Berlin's self-concept, identity, on its cultural scene and even on its economic value.

We will introduce basic concepts developed in the context of Visual Culture Studies, with aspects of Art History, Film Studies, Metropolitan Studies, Tourism Studies and Social Sciences taken into account.

In addition, this seminar aims to be an exercise in Visual Literacy. To link content and form participants are asked to keep a Visual Study Journal, documenting their learning aims, developments and achievements throughout the whole semester in a visual way. At the end of the seminar this Visual Study Journal will be presented in a student-organized exhibition.

1.	Introduction Images of Berlin <ul style="list-style-type: none">Varieties of Images and Students' Associations <i>Postkarten-Ordnungs-Spiel</i> Visual Study Journal – What is it and how is it done? <ul style="list-style-type: none">Introduction, Explanation, Description, Examples
----	--

2.	<p>What is an Image?</p> <ul style="list-style-type: none"> • Definition & Concepts <i>Textarbeit in Gruppen mit Präsentation</i> <p>Images of Cities – Cities as Images</p> <ul style="list-style-type: none"> • Different Images of Different Cities <i>Brainstorming mit Bildsuche</i> • Aspects of Metropolitan Studies and Visual Culture Studies
3.	<p>Berlin as Image: Iconic Images</p> <ul style="list-style-type: none"> • Icons of Berlin: Brandenburger Tor, Reichstag, TV Tower, Berghain as Symbols <i>Gruppenarbeit</i> • Iconic Pictures: The Death of Benno Ohnesorg, People dancing on the Berlin Wall
4.	<p>Berlin as Image: Non-Iconic Images</p> <ul style="list-style-type: none"> • Non-Iconic Images: <i>Short Lecture</i> • Punks in Kreuzberg, East German Plattenbauten; Instagram
5.	<p>Berlin as Image: (Art-)Historic Viewpoints I</p> <ul style="list-style-type: none"> • Images as Art – Concept and Theories <i>Textarbeit in Gruppen</i> • Ernst Ludwig Kirchner – Berlin Portraits • Heinrich Zille – Die Berliner Art
6.	<p>Berlin as Image: (Art-)Historic Viewpoints II <i>On-Site-Meeting!</i></p> <ul style="list-style-type: none"> • Berlin Art -Berlinische Galerie
7.	<p>Berlin as Image: The so called “Berlin Film”</p> <ul style="list-style-type: none"> • Systemische Filmanalyse • Definition “Berlin Film” • Die Sinfonie der Großstadt; Der Himmel über Berlin
8.	<p>Berlin as Image: The so called “Berlin Film”</p> <ul style="list-style-type: none"> • Herr Lehmann • Oh Boy • Victoria
9.	<p>Berlin as Image: The City in Music Videos</p> <ul style="list-style-type: none"> • Music Video as Genre • Interpretation of Music Videos • Examples: <i>Sido – Mein Block; Marteria – Lila Wolken; Seeed – Dickes B; Beatsteaks – I don't care as long as you sing</i>
10.	<p>Berlin Online – Instagram, Tumblr and Co.</p> <ul style="list-style-type: none"> • Blogging the City • “Yolocaust”
11.	<p>Images of Berlin: Marketing and Tourism</p> <ul style="list-style-type: none"> • <i>(Semi-)Official Marketing Campaignes</i> • <i>Marketing Strategies/ Top-Down and Bottom-Up</i>
12.	<p>Images of Berlin: Marketing and Tourism</p> <ul style="list-style-type: none"> • <i>Concepts of Urban Imagineering, Placemaking and Brandscaping</i> • <i>Berlin in Tourist Guides and Traveller's Blogs</i>

13.	Bad Images of Berlin: What is not seen? <ul style="list-style-type: none"> • <i>Images of Poverty, Drug Abuse and Prostitution</i> • <i>Xenophobia, Homophobia</i>
14.	Bad Images of Berlin: What is not seen? <ul style="list-style-type: none"> • <i>Capital of Plattenbau</i> • <i>Problemkieze and No Go Areas</i> • <i>Aspects of Gentrification and a Changing City</i>
15. & 16.	Abschlussitzung: Summary and Preparation of the Exhibition “Visual Perspectives on Berlin” <i>Exhibition of the Visual Study Journals</i>

Commentary on methodology, didactics and Learning Objectives

This seminar wants to sensitize to the cultural meaning of images. It aims to provide the students with the ability to *read images*. This happens on the basis of the cultural studies related concept of *Visual Literacy* on the one hand and its critical reflection on the other (“Is it even possible to read an image like a text?”, “Is there something like a visual language? If so, is it a global language?”). To accomplish this each participant is asked to complete two assessments:

1. an Image Analysis and Interpretation

The 2-3 pages long Image Analysis/Interpretation is based on interpretation concepts from cultural studies (not so much art history). It replaces the classical presentation and is therefore also to be presented in the classroom. The students choose from a variety of so called iconic images of the German *cultural image-repertoire* (“Kulturelles Bild-Repertoire”). While carrying out their assignments, students will be encountering elementary parts of the German concept of self, and of the German self-image (!).

2. A Visual Study Journal

Based on the reflective, deep learning method of the Study Journal (“Lerntagebuch”), students are asked to keep a Visual Study Journal; to document their learning objectives, developments and successes for every single session – in this case in a (not exclusively, but especially) visual way. By collecting and choosing special images, tickets, snapshots etc. which highlight or symbolize their learning experience, students are generating a creative work which reflects their learning throughout the whole seminar. Differing concepts, methods and forms of the Study Journal will be introduced throughout the seminar, so that students learn to cope with this self-learning concept. At the end of the seminar these creative projects will be presented to all Berlin Perspectives students in a student-organised exhibition.

Language Concept

The seminar is taught in English and a high level of academic English proficiency is required for this seminar. Literature is provided in English, with further options in German for students who want to engage academically with German research literature. The two to three pages long image-analysis can be written in English or German.

The Visual Study Journal is a special way to record and reflect the student's own learning process. Highlighting the visual aspect of the journal (even though language and words are of course allowed) disconnects the learning experience from the spoken and written word and therefore disconnects the struggle or (if native-speaker) the convenience of using the English language. Students are asked to engage critically with the subject matter at hand, beyond the language level, and to will thus hopefully gain a different level of deep reflection, knowledge and both personal and academic understanding.

Assessments

- **Regular Attendance**
- **Obligatory Reading** (provided via moodle)
- **A Visual Study Journal** (to be worked on throughout the whole seminar; creative work, methods, concepts and inspirations will be introduced, guidance is offered throughout the seminar)
- **An Image-Analysis** (2-3 pages) with presentation in class

Literature (Selection)

Bell, Daniel; De-Shalit, Avner: *The Spirit of the Cities. Why the Identity of a City matters in a global Age.* Princeton 2011.

Biskup, Thomas; Schalenberg, Marc (Hg.): *Selling Berlin - Imagebildung und Stadtmarketing von der preußischen Residenz bis zur Bundeshauptstadt, Stuttgart* 2008.

Colomb, Claire: *Staging the new Berlin. Place Marketing and the politics of urban reinvention post-1989.* London 2012.

Elkins, James: *Visual Studies. A skeptical Introduction.* New York 2003.

Hariman, Robert; Lucaites, John Louis: *No Caption Needed. Iconic Photographs, Public Culture, and Liberal Democracy.* Chicago/London 2007.

Lynch, Kevin: *The Image of the City.* Cambridge 1960.

Pugh, Emily: *Architecture, Politics, and Identity in Divided Berlin.* Pittsburgh 2004.