San José State University
Department of Anthropology
Multimedia Anthropology, ANTH 173, Spring, 2016

Course and Contact Information

Instructor:	Dr. Ana Pitchon
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Office Hours:	MW 11:00-12:00 and 1:30-2:30
Class Days/Time:	M/W 12:00-1:15
Classroom:	WSQ 004

Course Description

This course is a survey of anthropological approaches to the study of visual and symbolic communication. We will discuss the use of images to document, describe and analyze human behavior, as well as the multiple modes of producing visual ethnographies. Media examined include film, photography, digital images, websites, and forms of social media. Students will develop a digital ethnographic project based on original research.

Course Format

This course requires the use of computers, word processing software, cameras and other audio and video recording devices, the internet and web design software.

Learning Outcomes

Upon successful completion of this course, students will be able to:

- Demonstrate knowledge of the anthropological theories and approaches to the study of visual communication and its applications.
- Display a mastery of key concerns in anthropological research, including cultural representation, cultural relativism, and ethics.
- Demonstrate a beginning competence in the technologies and software applications used in creating visual/digital ethnographies.
- Produce a visual/digital ethnography from original fieldwork.

Required Texts

Marcus Banks and David Zeitlyn (2015). Visual Methods in Social Research. 2nd edition. Sage Publications.

Natalie Underberg and Elayne Zorn (2013). Digital Ethnography. University of Texas Press.

Recommended Websites

http://societyforvisualanthropology.org/
http://www.camchap.org
http://ethnographymatters.net/methods/
http://www.digital-ethnography.net/
http://mediatedcultures.net/category/62/
http://www.becominghuman.org/
http://isbellandes.library.cornell.edu/
http://storycenter.org/
http://www.digitalhimalaya.com/
http://digitalethnography.dm.ucf.edu/pv/home.html
http://www.understandingrace.org/home.html
http://www.knightarts.org/random-acts-of-culture
www.photovoice.org

Library Liaison

Silke Higgins is our department's library liaison and she can be contacted at silke.higgins@sjsu.edu. She is a graduate of our program and knows the department very well.

Course Requirements and Assignments

The final project for this course will be a website produced by the class as a group with one singular focus. Individual students will contribute content, including visual, audio and ethnographic text to represent the subject matter. The following assignments will be carried out *individually* in order to acquire content for the final website. During the last several weeks of class, students will work in teams to design and implement website pages. We will use Wordpress – username sjsu173, password sjsu173Spring.

For the following assignments, in order to receive credit, you *must* refer to the readings in your discussion. It is up to you to decide what to reference, but you must think critically about the assigned readings and reference them in your analysis. Make sure to cite appropriately! You will not receive credit for any assignment that does not refer to at least one of the assigned readings, though I encourage you to use more to aid in your critique and/or analysis.

Representing Others (20 points): Find an individual related to the final project. Capture a day in the life of that person. The visual should reveal activities, say something about the social and cultural life and capture personalities and emotion. You will take field notes as well as photographs. Optional video and/or audio recordings can be acquired at this time for later use. Be aware of framing – look for details that describe the person and setting through imagery, and without words.

Your assignment is to write about the experience, including typing your field notes into a synthesized story, and analysis of your findings and experience. In addition, discuss problems you encountered and how you would remedy them in the future. This should be three pages, double-spaced, Times or Times New Roman font, with one-inch margins all around.

Storyboard (40 points): Create a series of diagrams that depict the composition of the final website. Each diagram should consist of: a sketch of each page of the website; a brief description of the visuals and audio; a brief description of the content of each page

Interviews (10 points each): Conduct three interviews with individuals representative of the project theme. These will be accomplished during different times of the semester. If permitted, use video and/or audio in addition to photography. You **must** include at least five photographs in each interview. If the individual you interview is not amenable to being photographed or digitally recorded, you will take photographs of the environment in which you find that person in order to tell your story. You are encouraged with all of your interviews to incorporate landscape, environment and people into your discussion and your visual and audio supplements. You will turn in transcribed field notes, including analysis and perspective. Visual material can be uploaded to Canvas in the Assignments section. Each interview should be two pages, double-spaced, Times or Times New Roman font, with one-inch margins all around.

Final Webpage (30 points): This is the final culminating assignment of the semester, and it is a group project. Your assessment will be based on your content, insight and organizational contributions throughout the semester, as well as the structure and content of the final web page. Students will be working in teams for this assignment, and each team will be responsible for one of the pages previously agreed upon by the class. Additionally, students must work with other groups in order for the web page to be coherent as a whole, and all groups will be evaluated in this context as well.

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at http://www.sjsu.edu/senate/docs/S12-3.pdf.

NOTE that University policy F69-24 at http://www.sjsu.edu/senate/docs/F69-24.pdf states that "Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading."

Grading Policy

A: 95-100 A-: 90-94 B+: 86-89 B: 82-85 B-: 78-81 C+: 74-77 C: 70-73 C-: 67-69 D: 60-66 F:0-59	A: Reserved for exceptional scholarship and understanding that reaches beyond minimum course requirements. B: Excellent above average work that exceeds minimum course requirements. C: Satisfactory completion of course requirements. D: Fails to address course requirements satisfactorily.

In the calculation of the final grade of borderline cases, improvement and dynamic class participation will be decisive factors. I consider all students equally capable of successfully completing the requirements for this class with an above average grade, which does not mean you will receive a B for mediocre work.

Come to class prepared. Read the assignments carefully and take notes in class. Write down any questions you might have about the readings and raise them in class. Do not hesitate to participate actively in class and engage other students or the instructor in class discussions. Pose questions, make comments and ***think critically***!

All assignments are due on the specified due dates. Late assignments will only be considered in the event of compelling evidence as to why you have missed class and were unable to submit the assignment.

Note that "All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades." See University Policy F13-1 at http://www.sjsu.edu/senate/docs/F13-1.pdf for more details.

Classroom Protocol

This class is a mixture of lecture, seminar and in-class group activities. Students are expected to be present and prepared for class discussions. This means that you have completed the assigned readings, taken notes and thought critically about the material, with comments and questions noted. Sloppy work will not be taken seriously.

Attendance:
Arrive on time and be in attendance for the entire class period. Class lectures cover important information not found in assigned readings. If you arrive late for class, please move to your seat without disturbing other class members. Frequent absences and late arrivals will result in poor performance and grades. The use of electronic devices such as cell phones and tablets will not be tolerated. Video recording is strictly prohibited.

Laptop computers and tablets:

Laptop computers and tablets may be used in class only for note-taking.

A student who is doing non-class related activities on his or her computer is not only hurting his or her own education, but possibly the educational experience of many others in the class: research has shown that a game or a picture on a laptop distracts not only the student using the computer but also those students nearby (Yamamoto 2007, Fried 2008). Therefore the use of laptops for non-class activity (e.g. email, games, web-surfing) is prohibited. Students using their laptop for non-class activity will be asked to turn off their laptop and leave the class. In addition, the use of cell phones in class will result in the student being asked to leave.

University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. To learn important campus information, view University Policy S90–5 at http://www.sjsu.edu/senate/docs/S90-5.pdf and SJSU current semester's Policies and Procedures, at http://info.sjsu.edu/static/catalog/policies.html. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not address the issue, it is recommended that the student contact the Department Chair as the next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic year calendars document on the Academic Calendars webpage at http://www.sjsu.edu/provost/services/academic_calendars/. The Late Drop Policy is available at

http://www.sjsu.edu/aars/policies/latedrops/policy/. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at http://www.sjsu.edu/advising/.

Consent for Recording of Class and Public Sharing of Instructor Material

University Policy S12-7, http://www.sjsu.edu/senate/docs/S12-7.pdf, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

- "Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material."
    o It is suggested that the greensheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
    o In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- "Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent."

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at http://www.sjsu.edu/senate/docs/S07-2.pdf requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at http://www.sjsu.edu/aec to establish a record of their disability.

Accommodation to Students' Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7 at http://www.sjsu.edu/senate/docs/S14-7.pdf.

Student Technology Resources

Computer labs for student use are available in the [Academic Success Center](http://www.sjsu.edu/at/asc/) at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

SJSU Peer Connections

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis.   Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit [Peer Connections website](http://peerconnections.sjsu.edu) at http://peerconnections.sjsu.edu for more information.

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the [Writing Center website](http://www.sjsu.edu/writingcenter) at http://www.sjsu.edu/writingcenter. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to

scan this code.)

SJSU Counseling Services

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling Services website](http://www.sjsu.edu/counseling) at http://www.sjsu.edu/counseling**.**

Course Number / Title, Semester, Course Schedule

List the agenda for the semester including when and where the final exam will be held. Indicate the schedule is subject to change with fair notice and how the notice will be made available.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	2/1	Introduction to the course and materials overview
1	2/3	History of visual data use in social science
2	2/8	The place of visual methodologies in research *Read: U & Z Chapter 1; B & Z chapter 1*
2	2/10	Discussion and planning of collaborative website
3	2/15	The place of visual methodologies in research *B & Z chapter 2*
3	2/17	Discussion and planning of collaborative website
4	2/22	Approaches to studying the visual *Read: U & Z Chapter 3*
4	2/24	Discussion and planning of collaborative website
5	2/29	Approaches to studying the visual *B & Z chapter 3*
5	3/2	Discussion and planning of collaborative website
6	3/7	Representing others *Read: U & Z Chapter 2*
6	3/9	*Film: Nanook of the North*
7	3/14	Visual methods and field research *B & Z chapter 4* **Representing others project analysis due**
7	3/16	Discussion and planning of collaborative website
8	3/21	Visual methods and field research *B & Z chapter 5*
8	3/23	**Interview 1 due**
9	3/28	SPRING BREAK
9	3/30	SPRING BREAK
10	4/4	Story boards *Read: U & Z Chapter 6*
10	4/6	**Interview 2 due**
11	4/11	Ethnographic film *Read: U & Z Chapter 5*

Week	Date	Topics, Readings, Assignments, Deadlines
11	4/13	**Interview 3 due** *Film – Forest of Bliss*
12	4/18	Story boards
12	4/20	Discussion and planning of collaborative website **Story board due**
13	4/25	Presenting visual research *Read: U & Z Chapter 4*
13	4/27	Discussion and planning of collaborative website
14	5/2	Images and social research *B & Z chapter 6*
14	5/4	Putting it all together
15	5/9	Putting it all together
15	5/11	Putting it all together
16	5/16	Putting it all together
Final Exam	5/19	9:45-12:00 Final webpage presented and discussed