



Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

SCHOOL OF ARTS

Date : 17.03.2022

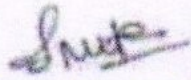
CIRCULAR

Sub: Organising Value added Course: Awareness Programme on Ways of Seeing

- Reg.,

With reference to the above mentioned subject, we bring it to your notice that School of Arts, Bharath Institute of Higher Education & Research is organising **Awareness Programme on Ways of Seeing**". The syllabus and registration form is enclosed below.

The candidates those who are interested to join must fill the registration form and submit to the HOD, on or before 25.03.2022. The Registration form received after the mentioned date shall not be entertained under any circumstances.


Dean Faculty of Arts & Science
Bharath Institute of Higher Education & Research
(Declared as Deemed to be University U/S 3 of UGC Act 1956)
Chennai-600 073. INDIA

Encl: A copy of Syllabus & Registration form

Copy To:

- 1.All HODs
- 2.Office File/ Notice Board



Sharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

SCHOOL OF ARTS

Value Added Course

Awareness Programme on Ways of Seeing

Syllabus

Course Description

Our ways of seeing and of knowing mutually influence each other. By 'ways of seeing and knowing' we mean not only our 'models' of the world around us – whether these be physical, cultural, political or other – but also the 'mechanics' of seeing and knowing, including the relation between the knowing/seeing subject and the known/seen object. Whether or not one is aware of it, and whether or not one can articulate it, one's 'way of seeing' the world and one's place in it (including one's relation to others) is intimately related to what one 'knows' and how one knows it.

INTRODUCTION: ICEBREAKER, SYLLABUS, AND DIAGNOSTIC.

Introduction to Critical Analysis - Brainstorm Topics for Critical Analysis - Making Graphs - Vision, Data, Design - Grammar of Graphics - Methods of Visual and Critical Analysis

COMMUNICATION AND CULTURE

language and rhetoric, worldviews and meta-theoretical concepts, semiotics and signs, mediation and representation, visual culture, the information society, research and social knowledge, self and society, media and cultural studies, race, gender, class, and globalization. Communication texts for this course will include class discussions, blogs, films, TV shows, lectures, artworks, websites, social networks, student presentations, video, and photomontages.

VISUAL CULTURE

Discussion of Close Reading - Thinking through Communication - Rhetoric and Representation - Understand Communication - Narrative and Social Construction Performance and Identity – Semiotics – Mythologies - Spectators, Audience, Visual Design - Introduction to Argumentation

CRITICAL ANALYSIS ESSAY DRAFT

Black Mirror Viewing - Cohesion and Coherence - Introduction to Research Essay - Ways of Seeing - Final Draft Critical Analysis – Remixing - Mapping Contemporary Communication & Culture

BOOKS FOR STUDY

1. Review: 'Ways of Seeing, Rai, Pratibha, l 2017). The Oxford Culture Review
2. John Szarkowski. *The Photographers Eye*. MOMA. 1966.
3. Gerry Badger. *A tale of two portraits* from *The pleasures of good photographs*. Aperture. 2010
4. How John Berger changed our way of seeing art, *The Conversation*, Gunaratnam, Yasmin, and Vikki Bell, 2017,
5. *Ways of Seeing*, John Berger, British Broadcasting Corporation, 1972



Sharvath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH

Established as Department of the University under Section 3 of UGC Act 1956. UPE Registration No. P 10 40000-07 01

SCHOOL OF ARTS

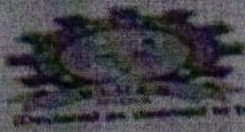
Registration Form

Value Added Course

Date: 24.3.22

Name : SIVA.S
Reg.No. : 4085
Date of Birth : 24.1.2000
Gender : M
Department : BSC (M)
Year : Second
Contact No. : 9474237722
Email ID : SSIVA26610172@gmail.com
Course Applied For : Awareness Programme on
ways of seeing

Siva
Signature



Sharada

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

Recognized as University by the Government of India under section 3 of UGC Act 1956. UGC Recognition No. P-9-20000-13-99

SCHOOL OF ARTS

Registration Form

Value Added Course

Date: 20th March 2022

Name : Bavana Mehra

Reg.No. : 4009

Date of Birth : 12th November 1999

Gender : Female

Department : B.Sc - Mathematics

Year : IInd

Contact No. : 8791513235

Email ID : bavameh76@gmail.com

Course Applied For : Awareness Programme
on ways of seeing

Bavana Mehra
Signature



Shawath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

SCHOOL OF ARTS

List of Registered Students

Value Added Course : Awareness Programme on Ways of Seeing

Sl. No.	Reg. No.	Name	Sl. No.	Reg. No.	Name
1	4085	SIVA S	16	4019	DHANAN JAYAN A
2	4077	GURUNATH R	17	4016	THANGARAJ R
3	4068	SAI SHANKARAAN B	18	4014	SURYA D
4	4066	KEERTHIKA DEVI M	19	4013	HARIPRASAD A S
5	4063	RAGHU R	20	4011	SANTHOSHKUMAR R
6	4056	NISHANTHI S	21	4009	BHAVNA MEHRA
7	4050	KRISHNA SINGH	22	4004	DHANUSH SHREE S
8	4049	VENKATESH M	23	3999	MONISHA M
9	4047	DINESH J	24	3995	SARAVANAN S
10	4046	ASHLEY H	25	3994	MANIKANDAN K
11	4045	AKASH RAJ R	26	3993	SWAMINATHAN S
12	4044	NANDHINI S	27	3992	RIYASKHAN M
13	4042	BOTTA PRAVEEN KUMAR	28	3990	MUHAMMED SANOOF
14	4026	NARMATHA A	29	3988	THANUSHKUMAR R
15	4020	KALAVALA NEELAVENI	30	3987	SANTHOSH KUMAR

Bharath Institute of Higher Education & Research

SCHOOL OF ARTS

Course Time Table

Awareness Programme on Ways of Seeing

Course Duration:30 Hrs

S.No	Date	Time	Hour
1	29-03.2022	2.00-3.00p.m	1
2	30-03-2022	2.00-4.00p.m	2
3	02-04-2022	2.00-3.00p.m	1
4	04-04-2022	10.00-11.00p.m	1
5	06-04.2022	2.00-3.00p.m	1
6	12-04.2022	10.00-11.00p.m	1
7	13-04-2022	2.00-4.00p.m	2
8	15-04-2022	10.00-12.00p.m	2
9	20-04.2022	2.00-4.00p.m	1
10	22-04-2022	10.00-11.00p.m	1
11	23-04-2022	2.00-4.00p.m	2
12	27-04-2022	10.00-12.00p.m	2
13	28-04-2022	2.00-4.00p.m	2
14	29-04-2022	10.00-12.00p.m	2
15	02-05-2022	2.00-3.00p.m	1
16	03-05-2022	10.00-12.00p.m	2
17	05-05-2022	10.00-12.00p.m	2
18	12-05.2022	2.00-3.00p.m	1
19	13-05-2022	10.00-11.00p.m	1
20	14-05-2022	2.00-4.00p.m	2

Bharath Institute of Higher Education & Research
SCHOOL OF ARTS
Course Lesson Plan

Awareness Programme on Ways of Seeing

Course Duration:30 Hrs

S.No	Date	Topic	Time	Hour
1	29-03-2022	Introduction to Critical Analysis	2.00-3.00p.m	1
2	30-03-2022	Brainstorm Topics for Critical Analysis - Making Graphs	2.00-4.00p.m	2
3	02-04-2022	Vision, Data, Design - Grammar of Graphics	2.00-3.00p.m	1
4	04-04-2022	Methods of Visual and Critical Analysis	10.00-11.00p.m	1
5	06-04-2022	language and rhetoric, worldviews and meta-theoretical concepts	2.00-3.00p.m	1
6	12-04-2022	semiotics and signs, mediation and representation, visual culture, the inform	10.00-11.00p.m	1
7	13-04-2022	research and social knowledge, self and society, media and cultural studies, r	2.00-4.00p.m	2
8	15-04-2022	Communication texts for this course will include class discussions	10.00-12.00p.m	2
9	20-04-2022	blogs, films, TV shows, lectures, artworks, websites, social networks	2.00-4.00p.m	1
10	22-04-2022	student presentations, video, and photomontages	10.00-11.00p.m	1
11	23-04-2022	Discussion of Close Reading - Thinking through Communication	2.00-4.00p.m	2
12	27-04-2022	Rhetoric and Representation - Understand Communication	10.00-12.00p.m	2
13	28-04-2022	Narrative and Social Construction - Performance and Identity	2.00-4.00p.m	2
14	29-04-2022	Semiotics - Mythologies - Spectators, Audience	10.00-12.00p.m	2
15	02-05-2022	Visual Design - Introduction to Argumentation	2.00-3.00p.m	1
16	03-05-2022	Black Mirror Viewing - Cohesion and Coherence	10.00-12.00p.m	2
17	05-05-2022	Introduction to Research Essay - Assignment	10.00-12.00p.m	2
18	12-05-2022	Ways of Seeing - Final Draft Critical Analysis	2.00-3.00p.m	1
19	13-05-2022	Remixing - Mapping Contemporary	10.00-11.00p.m	1
20	14-05-2022	Communication & Culture	2.00-4.00p.m	2



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

SCHOOL OF ARTS

Statement of Marks

Value Added Course : Awareness Programme on Ways of Seeing

Reg. No.	Name	Marks	Reg. No.	Name	Marks
4085	SIVA S	89	4019	DHANAN JAYAN A	85
4077	GURUNATH R	85	4016	THANGARAJ R	82
4068	SAI SHANKARAAN B	82	4014	SURYA D	86
4066	KEERTHIKA DEVI M	86	4013	HARIPRASAD A S	91
4063	RAGHU R	91	4011	SANTHOSHKUMAR R	69
4056	NISHANTHI S	69	4009	BHAVNA MEHRA	81
4050	KRISHNA SINGH	76	4004	DHANUSH SHREE S	74
4049	VENKATESH M	66	3999	MONISHA M	69
4047	DINESH J	86	3995	SARAVANAN S	74
4046	ASHLEY H	69	3994	MANIKANDAN K	79
4045	AKASH RAJ R	84	3993	SWAMINATHAN S	65
4044	NANDHINI S	88	3992	RIYASKHAN M	58
4042	BOTTA PRAVEEN KUMAR	93	3990	MUHAMMED SANOOF	68
4026	NARMATHA A	90	3988	THANUSHKUMAR R	59
4020	KALAVALA NEELAVENI	65	3987	SANTHOSH KUMAR	60



Shawath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

SCHOOL OF ARTS

Awareness Programme on Ways of Seeing

Answer any five questions

Part A (5 × 10 = 50 Marks)

1. What do you think Berger means when he addresses knowledge and seeing?
2. What does Berger mean when he says every image embodies a way of seeing? Give an example using your own words.
3. In Ways of Seeing John Berger asserts that publicity is rationalized in our culture. How is it rationalized or for what reasons?
4. How is oil painting related to private property?
5. How does reproduction change an image?
6. Why does Berger claim that words are insufficient for representing what we see?
7. Which value does Berger believe is the most important for evaluating an artwork?



Sharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

Established and approved by the University Grants Commission of India, UGC, All India, with affiliation No. F. 2-2000-2011-12

SCHOOL OF ARTS

Course Feedback form

Value Added Course

Date: 14.5.22

Course Title: Awareness Program on ways of seeing

Name: SIVA S

Register No: 4085

Department: BSC (M)

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1	Objectives of the course clear to you				✓	
2	Course contents met with your expectations				✓	
3	Lecture sequence was well planned				✓	
4	Lectures were clear and easy to understand				✓	
5	Teaching aids were effective					✓
6	Instructors encourage interaction and were helpful					✓
7	The level of the course					✓
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8	Overall rating of the course:	1	2	3	4	5 ✓

Please give Suggestion for the improvement of the course:

Seeing through photographic was interesting

Signature



Sharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

SCHOOL OF ARTS

Course Feedback form

Value Added Course

Date: 14th May 2022

Course Title: Awareness Programme on
Ways of seeing

Name: Barkha Mehra

Register No: 14009

Department: B.Sc - Mathematics

S.No	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied)						
1.	Objectives of the course clear to you				4	
2.	Course contents met with your expectations				4	
3.	Lecture sequence was well planned					5
4.	Lectures were clear and easy to understand					5
5.	Teaching aids were effective				4	
6.	Instructors encourage interaction and were helpful					5
7.	The level of the course				4	
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give Suggestion for the improvement of the course:

Really an eye opener course

Barkha Mehra
Signature



Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

SCHOOL OF ARTS

83/3, AGARAM MAIN ROAD, THIRUVANCHERRY, CHENNAI - 600 126, TAMIL NADU, INDIA

Certificate of Participation

This is to certify that SIVA.S

has participated in the value added course: Awareness Programme on Ways of Seeing

, a unique and special programme held at School of Arts, BIHER from 29TH March 2022 to 14th May 2022.

R. Ravikum
Course Co-ordinator

P. Sumathi
Dr. P.Sumathi
HOD

A. Muthukumaravel
Dr.A.Muthukumaravel
Dean



Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

SCHOOL OF ARTS

83/3, AGARAM MAIN ROAD, THIRUVANCHERRY, CHENNAI - 600 126, TAMIL NADU, INDIA

Certificate of Participation

This is to certify that **BHAVANA MEHRA**

has participated in the value added course: Awareness Programme on Ways of Seeing

, a unique and special programme held at School of Arts, BIHER from 29TH March 2022 to 14th May 2022.

R. Ravikumar
Course Co-ordinator

P. Sumathi
Dr. P.Sumathi
HOD

A. Muthukumaravel
Dr.A.Muthukumaravel
Dean



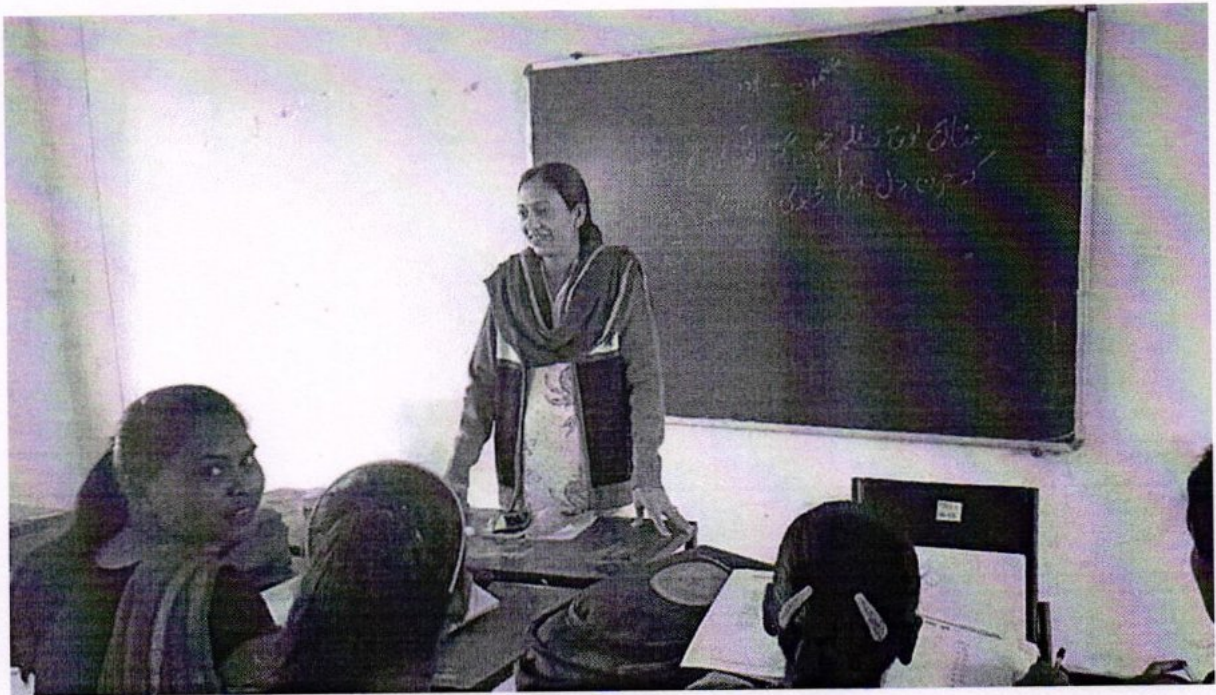
Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

SCHOOL OF ARTS

Awareness Programme on Ways of Seeing



Resource Person Details

Dr. V.L.Vimala
Asso. Professor,
Department of English,
Saveetha School of Engineering,
Chennai.