## Course 3: Cognitive Visual Culture – Special Emphasis on Comics

**The Following are the Course Objectives:**

1. To provide the researcher with an overview of Cognitive approaches
2. To understand visual language and structure of comics
3. To help the student in developing critical skills in analyzing comics
4. To familiarize the scholar with the process of the reception as a cognitive phenomenon.

**Course:**

The Visual Language of Comics- Understanding Comics –

The System of Comics – Comics and Graphic Novels –

The Affect Theory – Cognitive Media Theory- The Working of the Mind

**References:**

Cohn, Neil. *The Visual Language of Comics: Introduction to the structure and Cognition of Sequential Images.* U.K: Bloomsbury, 2013. Print.

Gregg, Melissa. Gregory J. Siegworth. *The Affect Theory Reader.* London: Duke University Press, 2010. Print.

Gorensteen, Theirry. *The System of Comics.* U.S. Lean Marketing Press, 2007. Print.

Kukkonen, Karin. *Studying Comics and Graphic Novels* U.K. : John Wiley and Sons, 2013. Print.

Mccloud, Scott. *Understanding Comics.* New York: Harper Perennial, 1994. Print.

Meskin, Aaron. Roy T. Cook. *The Art of Comics- A Philosophical Approach.* U.K.: John Wiley and Sons, 2012. Print.

Nannicelli, Ted. Paul Taberham. *Cognitive Media Theory.* New York: Routledge, 2014. Print.

Pinker, Steven. How the Mind Works. New York: Norton, 1997. Print.

Wolk, Douglas. *Reading Comics.* U.S.:Da Capo Press, 2007. Print.

**Outcome:** The scholar develops an understanding of the cognitive theories which would enhance the ability to comprehend the comics as visual culture. The scholar would also have the adequate competence to theorize the cognitive approach to visual texts.

Senate