

# Visual Culture: Content and Tool

Wednesday, December 6, 2006

9 to 11 a.m.

120 Wheeler Hall

Co-sponsoring provided by:

*Division of Arts and Humanities in  
the College of Letters and Science*

## AMERICAN CULTURES SPOTLIGHT SERIES

From Concept  
to Classroom



Breakfast will be provided  
from 8:30 to 9 a.m. RSVP  
by November 25 to  
Dr. Victoria Robinson,  
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In part, the subject of race is noticed and communicated through visual messages, “Seeing comes before words. The child looks and recognizes before it can speak”—John Berger. We still live in a highly segregated society. Such isolation heightens the influence of visual imagery, which serves as a powerful stand-in for real-life exchanges. Thus, understanding how visual media—television, film, comic books, newspapers, radio, magazines (and their on-line companions)—produce, disrupt and locate knowledges of “American Cultures” is increasingly important. Gaining the skills of critical visual literacy will enable new modes of cultural production, political engagement, and interpersonal communication and social relations. Through these exchanges, our conversations ask how consumers are also mobilized to become producers.

In this roundtable, Berkeley scholars will address these new media and question the ways in which media knowledge of culture necessitate a certain kind of pedagogy and classroom format.

### *Moderator*

Moderator: Professor Leigh Raiford  
African American Studies