

**Lecture Series** (“Ringvorlesung”) “EC eTutorInnen and Knowledge Experts”  
Center for Teaching and Learning and Faculty of Philosophy, University of Vienna, 12.  
October 2011 – 31<sup>st</sup> Jan. 2012

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**Digital Media – Power – Imagery**  
**The Construction of Reality, Visual Competence and Pleasure of Looking**

The lecture series “Ringvorlesung” focuses on the discussion of visual perception as a process of creating knowledge, identification, emotions and reality, thus as a process which forms the basis of experiencing and acting.

How is the viewer involved in the process of perception? How can the relationship between the sexualised and racialised perception of imagery and body experience be described? What is the role of our society’s “visual archive”, which takes care that our historical memory is not “blind”? How does psychoanalysis interpret the unconscious and the desire in looking? The global expansion and importance of the enormous information and image memory of the Internet, the upturn of film, video, digital visualizations, text-picture combinations in documents, websites, teaching materials etc., imaging technologies in medicine and natural sciences as well as visual control and monitoring strategies form the background to the questions discussed in the lecture series. In this context the development of visual and digital media competence and criticism presents an important challenge.