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Sturken and cartwright 2009

Visual culture is central to the way we communicate. Our lives are dominated by images and visual technologies that provide the local and global circulation of ideas, information and politics. In this increasingly visual world, how can we best decipher and understand the many ways in which our daily lives are organized around looking at practices and the many images we encounter every day? Now in a new edition, *Practices of Looking: An Introduction to Visual Culture* provides a comprehensive and engaging overview of how we understand a wide range of visual media and how we use images to express, communicate, play and learn ourselves. Marita Sturken and Lisa Cartwright -two leading scientists in the emerging and dynamic field of visual culture and communication - explore the diverse range of approaches to visual analysis and guide students through important theories and concepts. Using clear, accessible language, vivid examples and more than 250 full-color illustrations, the authors explain both theory and discuss how we see paintings, prints, photographs, film, television, video, advertising, the news, the Internet, digital media and visualization techniques in medicine and sciences. This truly interdisciplinary text bridges art history, film, media and cultural studies to explore how images have meaning within and between different cultural arenas in everyday life, from art and commerce to science and the law. Sturken and Cartwright analyse images relating to a wide spectrum of cultural and representative issues (desire, power, the gaze, bodies, sexuality and ethnicity) and methodologies (semiotics, Marxism, psychoanalysis, feminism and postcolonial theory). Thoroughly updated to include cutting-edge theoretical research, the second edition examines the following new topics: the wave of new media technologies; the impact of globalisation on the flow of information and media form and content; and how nationalism and security concerns changed our-looking practices in the aftermath of 9/11. Challenging but accessible, *Practices of Looking* is ideal for courses in various disciplines, including media and film studies, communication, art history and photography. Beautifully designed and now in a larger format and in full color everywhere, *Practices of Looking* is an invaluable guide to understanding the complexities, contradictions, and pleasures of the visual world. Recognitions introduction Chapter 1. Images, Power, and Politics Representation Vision and Visuality The Myth of Photographic Truth Myth, Connotation, and the Meaning of Images Semiotics and Signs Images and Ideology Image Icons Chapter 2. make sense producers' Intended Meanings Aesthetics and Taste Value, Collecting, and Institutional Criticism Reading Images as Ideological Topics View Credit Strategies and Re-Accesion 3. Modernity: Spectatorship, the Gaze, and Power Modernism Modernism The Concept of the Modern Subject Spectatorship and the Gaze Power and the Surveillance Gaze The Other Gender and the Gaze Chapter 4. Realism and Perspective From Renaissance Painting to Digital Media Perspective Perspective And the Body The Camera Obscura Challenges to Perspective Perspective in Digital Media Chapter 5. Visual Technologies, reproduction, and copy visualization and technology visual technologies reproduced images and copy Walter Benjamin and mechanical reproduction the politics of reproducibility ownership and copyright reproduction and the Digital Image 3D Reproduction and Simulation Chapter 6. Media in everyday life The media, singular and plural daily life Mass culture and Mass Media Critiques of Mass Culture Media Infrastructures Media as Nation and Public Sphere Democracy and Citizen Journalism Global Media Events Chapter 7. Brand culture The images and spaces of consumption The emergence of brands as image, symbol and icon the spaces of modern consumer organizations in the consumer social consciousness and the sale of humanism social media, consumer data, and the changing spaces of consumption DIY Culture and the Share Economy, and new entrepreneurship chapter 8. Postmodernism Irony, Parody, and Pastiche Postmodernity/Postmodernism Simulation and the Politics of Postmodernity Reflexivity and Distance Know Jaded Know and Irony Remix and Pastiche Postmodern Space, Architecture, and Design Chapter 9. Scientific Looking Looking at Science Open Up the Body to the Empirical Medical Gaze Medicine as Spectacle The Anatomical and Surgical Theater Evidence, Classification, and Identification Bodily Interiors and Biomedical Personhood The Genetic and Digital Body Visualizing Pathologies and Science Activism Chapter 10. The Global Flow of Visual Culture The History of Global Image Reproduction Concepts of Global Television The World Image Global Television The Global Flow of Film Social Movements, Indigenous Media, and Visual Activism The Global Museum and Contexts of Culture Refugees and Borders Glossary Credits Index © 1996–2015, Amazon.com, Inc. or its affiliates Ideal for students studying visual culture for the first time, *Practices of Looking* examines the ways we use and understand images. This comprehensive and engaging introduction can be used in courses in various disciplines, including media and film studies, communication, art history and photography. Marita Sturken and Lisa Cartwright explore the diverse range of recent approaches to visual analysis and guide students through important theories about visual culture, explain the fundamentals of these theories and present visual how they function. Using more than 175 illustrations, they investigate how prints, photos, film, television, video, advertisements, news images, the Internet, digital images and images of science-often meaning in various cultural arenas, from art and commerce to science and the law. They also take into account how these images travel worldwide and in different cultures, how they are received, interpreted and impacted aspect of our lives. The images are analyzed in relation to a range of cultural and representative issues (desire, power, the gaze, bodies, sexuality, ethnicity) and methodologies (semiotics, Marxism, psychoanalysis, feminism, postcolonial theory). Central themes such as ideology, the concept of spectator, the role of reproduction in visual culture, the mass media and the public sphere, consumer culture and postmodernism are explained in detail. APA (6th ed.) Sturken, M., & Cartwright, L. (2009). *Practice of watching: an introduction to visual culture*. , 2009. Print. Turabian (6th ed.) Sturken, Marita and Lisa Cartwright. *Practice of watching: an introduction to visual culture*. Chicago (Author-Date, 15th ed.) Sturken, Marita and Lisa Cartwright. *Practice of watching: an introduction to visual culture*. 2009. More information on these citation styles: APA (6th ed.) | Harvard (18th ed.) | MLA (7th ed.) | Turabian (6th ed.) Note: Quotes are based on reference standards. However, the formatting rules may vary greatly between applications and areas of interest or areas of study. The specific requirements or preferences of your controlling publisher, classroom teacher, institution, or organization must be applied. Note: Some text formatting within citations may be lost or modified when copied to word processing programs or web applications such as email services. Services.

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