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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 array of visual media and how we use images to express ourselves, to communicate, to play, and to learn. Marita Sturken and Lisa Cartwright--two leading scholars in the emergent and dynamic field of visual culture and communication--examine the diverse range of approaches to visual analysis and lead students through key theories and concepts.

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Practices of Looking, Third Edition, bridges visual, communication, media, and cultural studies to investigate how images and the activity of looking carry meaning within and between different arenas in everyday life. The third edition has been updated to represent the contemporary visual cultural landscape and includes topics like the increasingly rapid global circulation of media, the rise of design and DIY cultures, digital media art and activism, and challenges to photojournalism and ...

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ProfessorAmelia Jones, Department of Art History, University of California,Riverside, 'Overall, Practices of Looking is a superb text for both beginning and advanced students in visual culture and communications related coursesThe text is both easily understood and engaging to the reader, and presented in a manner that allows for thorough absorbtion of most topics.'Joel Davies, Creighton University, Marita Sturken and Lisa Cartwright's Practices of Looking isunquestionably the best ...

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Challenging yet accessible, Practices of Looking is ideal for courses across a range of disciplines, including media and film studies, communications, art history, and photography. Beautifully designed and now in a larger format and in full color throughout, Practices of Looking is an invaluable guide to understanding the complexities, contradictions, and pleasures of the visual world.

Practices of Looking ()

Practices of looking : an introduction to visual culture I Marita Sturken and lisa Cartwright.-2nd ed. p. em. ISBN 978-0-19-531440-3 1. Art and society . 2 Culture. 3. Visual perception. 4 communication. 5. Popular culture. 6. Communication and culture. I. Cartwright. lisa, II. Title. N72.S6S78 2009 701'.03-dc22 9 8 7 6 5 4 3 2 I

An Introduction to Visual Culture

Practices of Looking provides an explanation of the fundamentals of these theories while presenting visual examples of how they function.Central concepts such as ideology, the concept of the spectator, the role of reproduction in visual culture, the mass media and the public sphere, consumer culture, and postmodernism, among others, are explained in depth and in accessible, informative language.

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Ideal for students studying visual culture for the first time, Practices of Looking explores the ways we use and understand images. Truly interdisciplinary, this comprehensive and engaging introduction can be used in courses across a range of disciplines including media and film studies, communications, art history, and photography.

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