



Practices of Looking: An Introduction to Visual Culture

Marita Sturken, Lisa Cartwright

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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. Marita Sturken and Lisa Cartwright examine the diverse range of recent approaches to visual analysis and lead students through key theories on visual culture, providing explanations of the fundamentals of these theories and presenting visual examples of how they function. Using over 175 illustrations, they examine how images--paintings, prints, photographs, film, television, video, advertisements, news images, the Internet, digital images, and images from science--gain meaning in different cultural arenas, from art and commerce to science and the law. They also consider how these images travel globally and in distinct cultures; how they are an integral and important aspect of our lives. The images are analyzed in relation to a range of cultural and representational issues (desire, power, the gaze, bodies, sexuality, ethnicity) and methodologies (semiotics, marxism, psychoanalysis, feminism, postcolonial theory). Central topics 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 are explained in depth.

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