



Practices of Looking: An Introduction to Visual Culture

Marita Sturken, Lisa Cartwright

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Visual culture is central to how we communicate. Our lives are dominated by images and by visual technologies that allow for 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 that our everyday lives are organized around looking practices and the many images we encounter each 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 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.

Using clear, accessible language, vivid examples, and more than 250 full-color illustrations, the authors both explain and apply theory as they discuss how we see paintings, prints, photographs, film, television, video, advertisements, the news, the Internet, digital media, and visualization techniques in medicine and science. This truly interdisciplinary text bridges art history, film, media, and cultural studies to investigate how images carry meaning within and between different cultural arenas in everyday life, from art and commerce to science and the law. Sturken and Cartwright analyze images in relation to a wide spectrum of cultural and representational issues (desire, power, the gaze, bodies, sexuality, and ethnicity) and methodologies (semiotics, Marxism, psychoanalysis, feminism, and postcolonial theory).

Thoroughly updated to incorporate cutting-edge theoretical research, the second edition examines the following new topics: the surge of new media technologies; the impact of globalization on the flow of information and media form and content; and how nationalism and security concerns have changed our looking practices in the aftermath of 9/11. 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: An Introduction to Visual Culture Details

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João Cabral says

Livro muito bom, bastante simples, muito util e didatico para perceber o modernismo e o pos-modernismo, neo-vanguarda e vanguarda, e cultura popular.

Ebony says

for a textbook, this is one is surprisingly interesting and the pictures are amazing. i'm not into the visual at all from an academic perspective, but the text is a good resource for teaching criticism and pop culture in general. there are easily accessible clarifications on the differences between modern and postmodern. i was going to sell it back, but now i think i'll keep it as a resource. the glossary is amazing and it's a good read.

Adna says

Textbook for class. Not as repetitive as some of the other textbooks I have read.

Colin Bruce Anthes says

Good content, but poorly written. The sentences almost felt like imitations of academic writing rather than the real thing, lacking precision, clarity, and intent.

Jessi Marie says

Although the book does have good information, as a student, I think it performs poorly as a textbook. Chapters are far too long, important ideas are not bolded, bulleted, or highlighted on the side of the text. Most college students don't have time to read textbooks word for word, and this text you almost have to do that so as not to miss anything. This book needs to be revised to be more student friendly. I'm really disappointed that this is the text that my professor chose for our class. I think there are probably far better ones out there.

Jeff says

This was the textbook for my fall class, and it's a remarkably thorough consideration of how we look at things in the 21st century. Not an easy read, by any means, and some chapters, where Foucault, Lacan, and other 20th-century theorists are swirled together to make a point make it challenging reading to those who

may not be familiar with the relevant theorists. (My freshmen had their eyes spinning in their heads a couple of times.) But overall, a really substantive analysis.

David says

Bought this book for quite some time and finally was able to finish in one shot. As a PhD researcher in Corporate Psychology which combines the notions of marketing as well as "advertising"; seldomly has someone who can point out the connotations of "looking" or simply "observation". We look but we do not see...daily...or even every seconds, we are looking things that are bombarded in front of us that make us numb, crippled. As the messages (informations) are being sent out in different ways and in evolutionary methods; some could dissect the messages deeply, and most of us living in this modernity cannot even decipher. Media, corporations have now evolved to become gigantic monsters aiming to uplift their propaganda to a whole new level. This book provides us a 360 degree on what observation, to see means in hope we can transcode what are to be sent to us in every directions.

Frederico says

Very comprehensive, classroom use only.

Maria says

Read it about two years ago and the examples they use are still stuck in my head. This is a textbook, the kind your teachers include in Must Read lists but it is so interesting and well written that it feels like a novel.

Lara Castagna says

This is a "bible" for any visual media student.

Myles says

(0.6/5.0)

Sophie Paas-Lang says

textbook

Kelly Martin says

This book does a great job covering a wide range of literature on visual communication.
