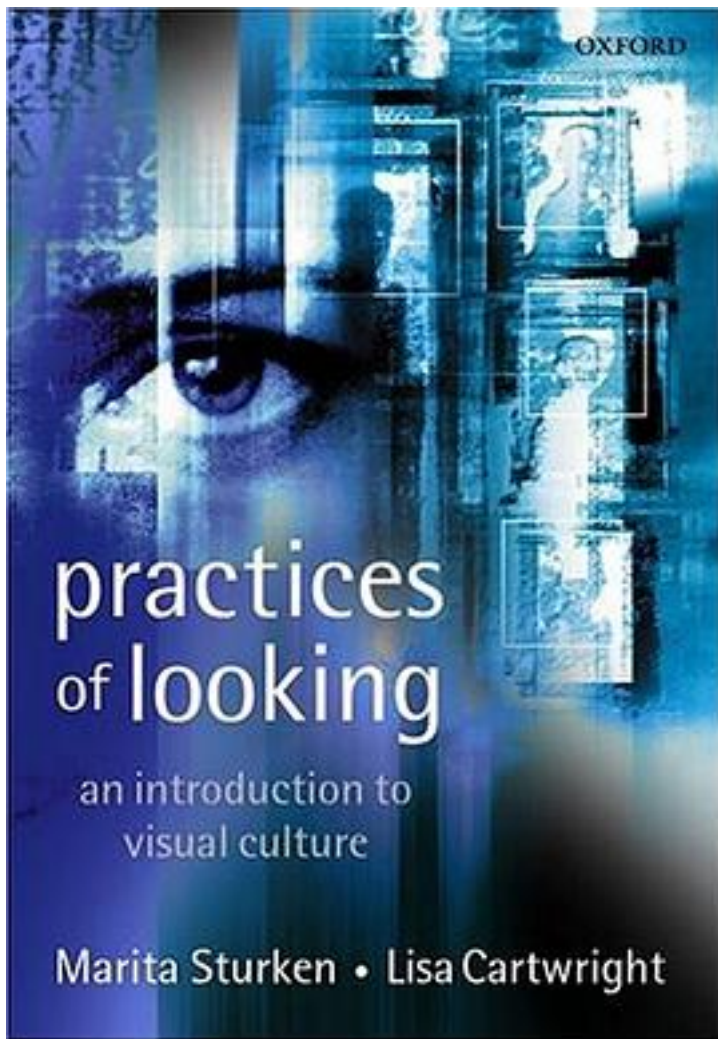


Practices of Looking



[Practices of Looking_ 下载链接1](#)

著者:Sturken, Marita/ Cartwright, Lisa

出版者:OUP USA

出版时间:2009-1-29

装帧:Paperback

isbn:9780195314403

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. Instructor's manual available online.

作者介绍:

Marita Sturken is Professor of Media, Culture, and Communication at New York University.

Lisa Cartwright is Professor of Communication and Science Studies at the University of California at San Diego.

目录: CHAPTER 1: IMAGES, POWER, AND POLITICS

Representation

The Myth of Photographic Truth

Images and Ideology

How We Negotiate the Meaning of Images

The Value of Images

Image Icons

CHAPTER 2: VIEWERS MAKE MEANING

Producers' Intended Meanings

Aesthetics and Taste

Collecting, Display, and Institutional Critique

Reading Images as Ideological Subjects

Encoding and Decoding
Reception and the Audience
Appropriation and Cultural Production
Re-appropriation and Counter-Bricolage
CHAPTER 3: MODERNITY: SPECTATORSHIP, POWER, AND KNOWLEDGE

The Subject in Modernity

Spectatorship

Discourse and Power

The Gaze and the Other

The Gaze in Psychoanalysis

Gender and the Gaze

Changing Concepts of the Gaze

CHAPTER 4: REALISM AND PERSPECTIVE: FROM RENAISSANCE PAINTING TO DIGITAL MEDIA

Visual Codes and Historical Meaning

Questions of Realism

The History of Perspective

Perspective and the Body

The Camera Obscura

Challenges to Perspective

Perspective in Digital Media

CHAPTER 5: VISUAL TECHNOLOGIES, IMAGE REPRODUCTION, AND THE COPY

Visual Technologies

Motion and Sequence

Image Reproduction: The Copy

Walter Benjamin and Mechanical Reproduction

The Politics of Reproducibility

Copies, Ownership, and Copyright

Reproduction and the Digital Image

CHAPTER 6: MEDIA IN EVERYDAY LIFE

The Masses and Mass Media

Media Forms

Broadcast, Narrowcast, and Webcast Media

The History of Mass Media Critiques

Media and Democratic Potential

Media and the Public Sphere

National and Global Media Events

Contemporary Media and Image Flows

CHAPTER 7: ADVERTISING, CONSUMER CULTURES, AND DESIRE

Consumer Societies

Envy, Desire, and Belonging

Commodity Culture and Commodity Fetishism

Brands and Their Meanings

The Marketing of Coolness

Anti-ads and Culture Jamming

CHAPTER 8: POSTMODERNISM, INDIE MEDIA, AND POPULAR CULTURE

Postmodernism and its Visual Cultures

Addressing the Postmodern Subject

Reflexivity and Postmodern Identity

Pastiche, Parody, and the Remake

Indie Media and Postmodern Approaches to the Market

Postmodern Space, Geography, and the Built Environment

CHAPTER 9: SCIENTIFIC LOOKING, LOOKING AT SCIENCE

The Theater of Science

Images as Evidence: Cataloguing the Body
Imaging the Body's Interior: Biomedical Personhood
Vision and Truth
Imaging Genetics
The Digital Body
Visualizing Pharmaceuticals
CHAPTER 10: THE GLOBAL FLOW OF VISUAL CULTURE
The Global Subject and the Global Gaze
Cultural Imperialism
Global Branding
Concepts of Globalization
Visuality and Global Media Flow
Indigenous and Diasporic Media
Borders and Franchises: Art and the Global
Glossary
Acknowledgments
Illustration
• • • • • (收起)

[Practices of Looking_下载链接1](#)

标签

艺术

视觉

美学

视觉文化

文化

社会

摄影

心理分析

评论

完全不推荐这本书作为教科书好吗？好吧，它虽然讲的是intro，但逻辑太混乱了好吧！而且很多例子都莫名其妙的==

这学期为了给研究生上课在书上划了个乱七八糟，尽量赶也只上完了一半。作为导读，此书比《视觉文化》、《视觉文化导论》、《理解视觉文化的方法》都略深刻一点，作者应该是个法国理论重度爱好者，巴特、福柯、布尔迪厄、鲍德里亚理论玩得飞起。

viewers make meanings!

What are the three elements that are involved in the production of meaning, besides the image itself and its producer?

Visual Studies

视觉传播方面的文献，还是挺清晰易懂的

视觉文化启蒙之作 甚至可以说改变了我的很多思维方式 感谢达叔！！！！

系主任写的高概括入门书，非常喜欢她上课

特别好的教材。语言简洁（长句略多），系统，恰到好处的深度，视觉文化教程里我觉得是第一。

书评

眼见为实！我们都相信自己的眼睛所看到的一切，其实很多时候正是我们所看到的事实欺骗了我们！《观看的实践》告诉我们影像的前世今生，我们从另一个角度也可以预防工业化的影像对我们视觉的猥亵。