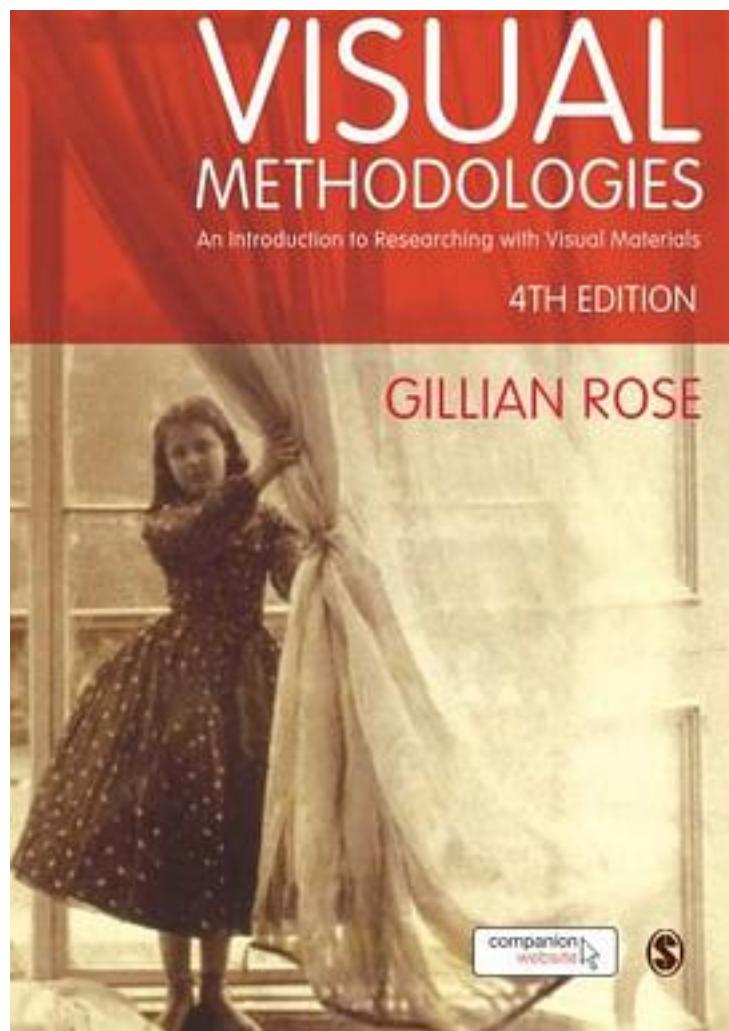


# Visual Methodologies



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Comprehensively revised and updated the Second Edition of the bestselling Visual

Methodologies provides a critical introduction to the study and interpretation of visual culture. An introductory chapter contextualises the theoretical approach to working with visual materials. Subsequent chapters each examine a visual method in detail and assesses the method's strengths and weaknesses. The methods discussed in the now include: compositional interpretation, content analysis, semiology, psychoanalysis, discourse analysis, audience studies (new), an anthropological approach to understanding visual materials (new), and on making images as part of social science research (new). New to this edition: " a completely new chapter on how to use the book " each chapter follows the same structure, making comparisons between methods easier " three extra chapters, each discussing a method not covered in the First Edition Visual Methodologies is essential reading for students and researchers involved in the study of visual culture in the social sciences.

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