

Seeing Is Believing



[Seeing Is Believing_ 下载链接1](#)

著者:Arthur Berger

出版者:McGraw-Hill Humanities/Social Sciences/Languages

出版时间:2011-1-24

装帧:Paperback

isbn:9780073512020

"Seeing is Believing: An Introduction to Visual Communication" uses semiotic theory, psychoanalytic theory and other theories to deal with various aspects of visual communication in an accessible, interesting and entertaining book. It has many new images that reflect the topics discussed in the book and a number of discussion of relevant topics such as postmodernism, tattoos, facial expression, neuromarketing, advertising and persuasion, cultural codes, typographic theory, photograph and landscape, photography and narcissism, digital photography and oil painting, dreams and a rewritten chapter on computers that deals with videogames and social media among other things. The author has also included a number of new drawings he made.

作者介绍:

目录:

[Seeing Is Believing_ 下载链接1](#)

标签

美国

MediaStudies

评论

We always tend to neglect the power of visual images, that is why we are always affected by them.

[Seeing Is Believing_ 下载链接1](#)

书评

[Seeing Is Believing_ 下载链接1](#)