

## Practices Of Looking An Introduction To Visual Culture Marita Sturken

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**Practices of Looking - Paperback - Marita Sturken; Lisa ...**  
*Practices of Looking: An Introduction to Visual Culture. Practices of Looking*. : Visual culture is central to how we communicate. Our lives are dominated by images and by visual technologies that...

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title = "Practices of Looking: An Introduction to Visual Culture", abstract = "{"}This introduction to visual culture explores the ways we use and understand images. It looks at painting, photography, film, television, and new media across the realms of art, advertising, news, science, and law.

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In *Practices of Looking*, imagery in culture is shown to play on the way we perceive, initiate, and direct ourselves in our daily life. This book, indicates that we rely on imagery to guide us daily. This book explains how imagery is the most relied upon role model of today; basically, due to the fact that it is the most direct measure for a humans consumption of information.

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A Summary of *Practices of Looking: Chapter 1*. by: Vernon Foley The authors Marita Sturken and Lisa Cartwright have invested a careful focus into this paper.While exploring the different ways we practice the art and skill of looking, the focus keeps returning to the notion that we endow the images we see every day with significant messages.

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*Practices of Looking* provides an explanation of the fundamentals of these theories while presenting visual examples of how they function.Central concepts 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, among others, are explained in depth and in accessible, informative language.

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An Introduction to Visual Culture. Third Edition. Marita Sturken and Lisa Cartwright. Description. *Practices of Looking, Third Edition*, bridges visual, communication, media, and cultural studies to investigate how images and the activity of looking carry meaning within and between different arenas in everyday life.

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