

contents

list of figures	ix
acknowledgements	xi
preface: introducing the second edition of this book	xiii
1 researching visual materials: towards a critical visual methodology	1
2 how to use this book	28
3 'the good eye': looking at pictures using compositional interpretation	35
4 content analysis: counting what you (think you) see	59
5 semiology: laying bare the prejudices beneath the smooth surface of the beautiful	74
6 psychoanalysis: visual culture, visual pleasure, visual disruption	107
7 discourse analysis I: text, intertextuality, context	141
8 discourse analysis II: institutions and ways of seeing	172
9 audience studies: studying how television gets watched	196
10 an anthropological approach: directly observing the social life of visual objects	216
11 making photographs as part of a research project: photo-elicitation, photo-documentation and other uses of photos	237
12 visual methodologies: a review	257
useful reading on visual media references	263
list of key terms	279
index	281