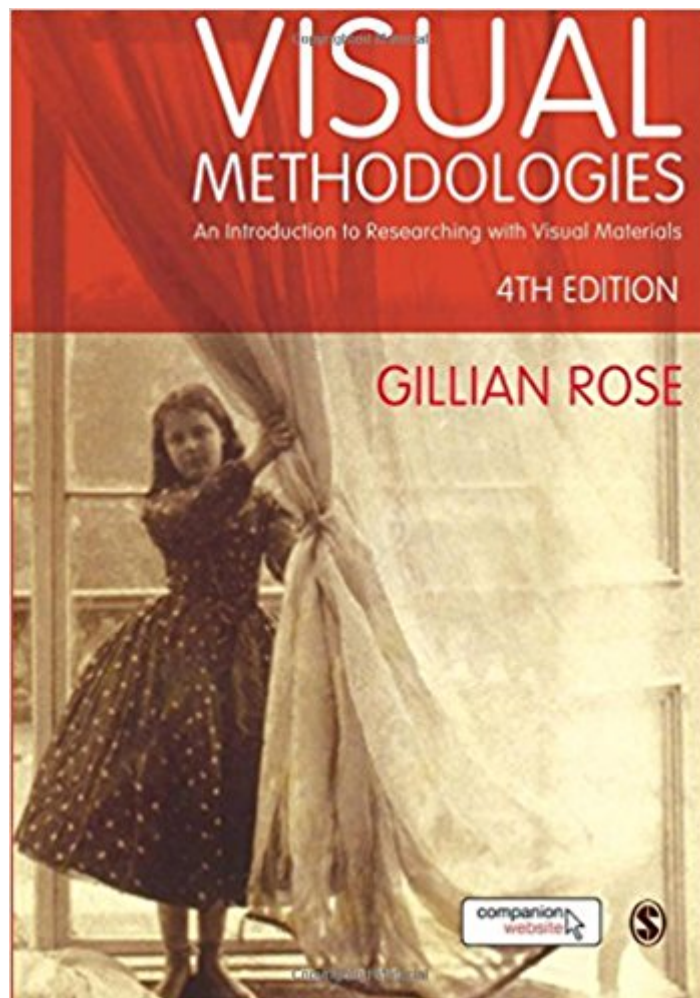




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# Visual Methodologies: An Introduction To Researching With Visual Materials



## Synopsis

Now in its Fourth Edition, *Visual Methodologies: An Introduction to Researching with Visual Materials* is a bestselling critical guide to the study and analysis of visual culture. Existing chapters have been fully updated to offer a rigorous examination and demonstration of an individual methodology in a clear and structured style. Reflecting changes in the way society consumes and creates its visual content, new features include: Brand new chapters dealing with social media platforms, the development of digital methods and the modern circulation and audiencing of research images More â Focusâ features covering interactive documentaries, digital story-telling and participant mapping A Companion Website featuring links to useful further resources relating to each chapter. A now classic text, *Visual Methodologies* appeals to undergraduates, graduates, researchers and academics across the social sciences and humanities who are looking to get to grips with the complex debates and ideas in visual analysis and interpretation.

## Book Information

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## Customer Reviews

*Visual Methodologies* is an indispensable resource for anyone working with visual materials. It offers practical guidance and expert theoretical orientation on how to approach, think about, and interpret visual culture, ranging from archival photography and documentary film to websites and social media. An important aspect of this book is the attention paid to audiences and viewing publics, as well as to the ethical demands of visual research. In this new edition, Gillian Rose brings the book

fully up to date with contemporary developments in media arts and digital culture, and explores the new possibilities for visual research made possible by developments in software and data analytics. Whether you are new to studying visual culture or a seasoned expert seeking to refine your approach, *Visual Methodologies* has you covered.

--Christoph Lindner

*Visual Methodologies* is an indispensable book for teaching and understanding methods in visual culture. Clear, comprehensive, and lucid, it makes accessible the how, why, and what of different methodological approaches in ways that elucidate paths to better research and argument. The constantly changing terrain of visual culture today makes many demands on scholarly and theoretical approaches, and this Fourth Edition does not disappoint, with updated concepts and an explanation of digital methods. As an introduction of methods in cultural studies, communication, and visual culture research, this book is unparalleled. It is essential reading for anyone writing an MA thesis or doctoral dissertation.

--Marita Sturken

*Visual Methodologies* is an essential book for all students, researchers and academics interested in visual culture. The book has always had an interdisciplinary research, making it an adaptable, meaningful text. With this new edition, the application of *Visual Methodologies* is made even more vital given its coverage of digital technologies and our expanded engagement with the image through complex and nuanced visualization of everything online. This extends not only our daily perception of the visual, but creates new ground through which to understand ourselves and our relationship to others. *Visual Methodologies* treats the emergence of this with passion, providing a theoretical and methodological framework that is accessible, engaging and exciting.

--Dr Adrienne Evans

Through its previous editions *Visual Methodologies* has undoubtedly become a profoundly influential text. Through a series of telling and careful revisions it has been significantly updated in response to changing visual cultures. This edition refreshes and reinvigorates what was already a lively, revealing and vital text. Not least, this updated edition responds directly to changes in digital cultures and the new possibilities of visual engagement and communication. It is the ideal guide to teaching and researching with visual methods.

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Gillian Rose has done it again. This indispensable guide to visual methodologies improves with each edition. Extensively updated and revised, there is a new emphasis here on the circulation of images through varied technologies and the potential for digital methods to reveal patterns in the movements, translations and social value of such images. The reader comes away not only with practical knowledge for designing research questions and methods, but crucially with an enhanced understanding of the theoretical foundations and ethical considerations which underpin the most valuable and insightful visual analyses. This is not simply a 'how to' methods book.

--Dr Katy Parry

For the last 15 years, Rose's *Visual Methodologies* has been an exceptionally influential and invaluable text for those wishing to engage

with visual research methods, with each new edition evolving and building upon the strengths of the previous. This fourth edition is no exception. With an expanded coverage of new media, Rose's revised work encompasses a comprehensive and detailed overview of imaginative approaches and engagements with visual materials that are readily accessible for undergraduate and postgraduate researchers. Moreover, this new edition effectively addresses many of those pressing questions often asked by student researchers, not only in terms of the practical aspects of using critical visual methods, but also in relation to the dissemination of research through visual techniques. In short, this fourth edition represents a welcome expansion of an already definitive introductory text on critical visual methods.

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One and half decade after its first edition, 'Visual Methodologies' continues to position itself as a key reading for anyone who is looking for a solid, accessible and systematic introduction to the increasingly popular but complex domain of image analysis and visual culture research. Gillian Rose deserves much praise for her sustained and highly successful efforts to keep this core text in critical visual analysis as fresh and relevant as ever. This fourth edition includes discussions about the newest visual and digital technologies and their interrelated practices. But the author also thoroughly revisited and refined the book's overall structure to better guide the uninitiated reader through this kaleidoscopic and somewhat confused area of study.

--Luc Pauwels

Gillian Rose has provided a welcome overview of the state of the field. Visual Methodologies succeeds both as an introductory text, certain to be widely adopted in the classroom, and as a sophisticated refresher course for those who have followed the rapid maturation of this remarkable interdisciplinary discourse. Added material on the latest advances in digital technology brings this latest edition to the cutting edge of visual culture studies.

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is seamlessly woven into her discussion and evaluation of a wide range of research methods. The breadth, depth, and detail of the exemplary research upon which she draws to elucidate the different approaches increases with each revised volume, and the 4 Edition is no exception. Rose has given us a comprehensive, wise, and rigorous guide for doing visual research that will invigorate the field and its practitioners. --Professor Wendy Luttrell

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I learned a lot from reading the book and its easy to understand the contents.

This book is a great, thorough introduction to visual methodologies in human geography. I was hoping to use it for a graduate course, but it seems intended for upper-level undergraduates...perhaps some sections will be useful for graduates, but they will also need to use the bibliography to get deeper into the methodology. Regardless of level, it is an important compendium, the first of its kind in human geography. It will be interesting to hear what people in other disciplines have to say about it. (Anyone out there in anthropology, film studies, etc. willing to review it?)

Especially pertinent to arts historians working with visual culture and history.

It is worth your money that's for sure, it came in the BEST condition before delivery date, I am very satisfied with this purchase.

the product was fantastic

Very interesting: exactly what I needed

Provides an education in how we think visually. It's that good.

Really useful for beginners.

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