list of figures	VII
acknowledgements	ix
introducing this book	1
researching visual materials: towards a critical visual methodology	5
'the good eye': looking at pictures using compositional interpretation	33
content analysis: counting what you (think you) see	54
semiology: laying bare the prejudices beneath the smooth surface of the beautiful	69
psychoanalysis: visual culture, visual pleasure, visual disruption	100
discourse analysis I: text, intertextuality, context	135
discourse analysis II: institutions and ways of seeing	164
other methods, mixing methods	187
useful reading on various visual media	205
references	207
list of key terms	216

index

Figure 1.1	Conservative Party election poster	11
Figure 1.2	Double-page spread from John Berger's Ways	
	of Seeing	13
Figure 1.3	Robert Doisneau, <i>An Oblique Look</i>	18
Figure 1.4	Sites, modalities and methods for interpreting	
Ü	visual materials	30
Figure 2.1	Rembrandt van Rijn, <i>Self-portrait</i> , 1629	36
Figure 2.2	Rembrandt van Rijn, <i>Self-portrait</i> , 1657	36
Figure 2.3	Geometrical perspective	41
Figure 2.4	Geometrical perspective	42
Figure 2.5	Geometrical perspective	42
Figure 2.6	Mary Cassatt, Little Girl in a Blue Armchair,	
_	1878	43
Figure 3.1	Adioukrou Woman, an image from National	
	Geographic magazine	58
Figure 3.2	Average number per article of National	
	Geographic photographs with Westerners in	C 4
	non-Western settings, 1950-86	64
Figure 3.3	Regional population compared to National	
	Geographic articles published in Latin America,	
	Africa and the Middle East, as percentage of	65
	total, 1950–86	76
Figure 4.1	Advertisement	70
Figure 4.2	Advertisement for the Italian newspaper Manifesto	79
Figure 4.0	Silver Cross advertisement, 1998	80
Figure 4.3	Dentinox teething gel advertisement, 1998	81
Figure 4.4	Basic spatial organization of an advertisement	85
Figure 4.5	Dasic shariar ni Aariisannii ni aii aane geerileik	UU

Chanel and Babe advertisements, 1978

Figure 4.6

86

viii VISUAL METHODOLOGIES

Figure 4.7	Analysis of Chanel and Babe advertisements	87
Figure 5.1	(a) Nineteenth-century soft porn postcard	
_	(b) Nochlin's construction of equivalent male	
	image	109
Figure 5.2	Still from Hitchcock's Rear Window	111
Figure 5.3	Still from Hitchcock's Rebecca	121
Figure 5.4	Still from Hitchcock's Vertigo	122
Figure 5.5	Hans Holbein, <i>The Ambassadors</i> , 1533	124
Figure 6.1	Jan van Eyck, <i>Arnolfini Wedding Portrait</i> , 1434	146
Figure 6.2	Gustave Doré, illustration to The Bridge of	
J	Sighs, 1878	152
Figure 6.3	W. Gray, <i>Lost</i>	152
Figure 6.4	W. Gray, <i>Found</i>	152
Figure 6.5	Hablot K. Browne (Phiz), The River	153
Figure 6.6	George Frederick Watts, Found Drowned,	
3	1848–50	153
Figure 6.7	Map from Charles Booth's descriptive map of	
J	London poverty, 1889	155
Figure 6.8	Police Illustrated News, 17 November 1888	156