## CONTENTS

**Editors' Introduction** 

Ethnoscience

Acknowledgments		vii
		1
	The Scope of the Book	3
	Outline of Chapter Contents	4
1.	The Use of Photographs in a Discipline of Words	5
	The Visual Dimension in Ethnography	5
	Early Uses of Photography in Anthropology	
	and Sociology	7
	Standard Ethnographic Uses of Photography	9
	Exemplary Uses of Photographs as Data	12
	Photography and Realism	15
2.	Analyzing the Content of Visual Representations	20
	Content Analysis of Visual Representation:	
	Two Studies of Fashion	21
	An Appraisal of the Utility of Content Analysis	25
	Conclusion	30
3.	Symbolist and Structuralist Analyses of	
	Visual Representations	31
	The Symbolic Meanings of Visual Representations	31
	A Symbolist Analysis of Self-Decoration	33
	Structuralism	40
	The "Voice" of the Masks	41
	Decoding Advertisements	47
	Conclusion	54
4.	The Social Organization of Visual Experience	54
	Cognitive Anthropology	56
	Color Terminology	58

Ethnomethodology	61
Making Sense of the Visual	62
The Visual Representation of Scientific Theory	
and "Invisible" Data	66
An Epistemological Epilogue	68
References	71
About the Authors	77