CONTENTS

List of figures vii
List of contributors viii
Acknowledgements xi

1 THE CENTRALITY OF THE EYE IN WESTERN CULTURE: AN INTRODUCTION 1
Chris Jenks

2 ADVERTISING: THE RHETORICAL IMPERATIVE 26
Malcolm Barnard

3 REPORTING AND VISUALISING 42
Andrew Barry

4 FRACTURED SUBJECTIVITY 58
Roy Boyne

5 THE CITY, THE CINEMA: MODERN SPACES 77
James Donald

6 FABULOUS CONFUSION! POP BEFORE POP? 96
Dick Hebdige

7 AN ART OF SCHOLARS: CORRUPTION, NEGATION AND PARTICULARITY IN PAINTINGS BY RYMAN AND RICHTER 123
Ian Heywood

8 WATCHING YOUR STEP: THE HISTORY AND PRACTICE OF THE *FLÂNEUR* 142
Chris Jenks

9 REICH DREAMS: RITUAL HORROR AND ARMOURED BODIES 161
Justin J. Lorentzen

10 TELEVISION: NOT SO MUCH A VISUAL MEDIUM, MORE A VISIBLE OBJECT 170
David Morley

11 FOUCAULT'S OPTICS: THE (IN) VISION OF MORTALITY AND MODERNITY 190
John O'Neill

12 MANAGING 'TRADITION': THE PLIGHT OF AESTHETIC PRACTICES AND THEIR ANALYSIS IN A TECHNOSCIENTIFIC CULTURE 202
Michael Phillipson

13 PHOTOGRAPHY AND MODERN VISION: THE SPECTACLE OF 'NATURAL MAGIC' 218
Don Slater

14 THREE IMAGES OF THE VISUAL: EMPIRICAL, FORMAL AND NORMATIVE 238
John A. Smith

Index 260

FIGURES

2.1 Advertisement for Death cigarettes 31
2.2 Cigarette advertisement graffiti 32
4.1 Georg Baselitz, *B for Larry* (1967) 63
4.2 Georg Baselitz, *Die Grossen Freunde* (1965) 64
4.3 Georg Baselitz, *MMM in G and A* (1962–7) 67
4.4 Georg Baselitz, *Kullervo's Feet* (1967) 69
4.5 Georg Baselitz, *Woodmen* (1968) 70
4.6 Georg Baselitz, *The Forest on its Head* (1969) 71
8.1 The Blind Beggar public house, Whitechapel 143
10.1 Nam June Paik, *Family of Robot, Aunt* and *Family of Robot, Uncle* 171
13.1 Joseph Wright of Derby, An Experiment on a Bird in an Airpump (c. 1767–8) 224