



3rd Edition

VISUAL METHODOLOGIES

An Introduction to Researching with Visual Materials

Gillian Rose

companion
website 



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'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.'

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'An accessible text book that provides the student of visual culture necessary tools and insights on how to analyze images.'

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The new edition of Gillian Rose's bestselling critical introduction to the study and analysis of visual culture has been fully revised and updated. Each chapter retains its rigorous examination and demonstration of an individual methodology, while continuing to be clear in structure and lucid in style. Reflecting changes in the way society consumes and creates its visual content, new features include:

- A Companion Website featuring worked examples and further resources for understanding visual research methods
- Discussion of recent developments in visual culture theory
- Pedagogical enhancements including full colour images, extended further reading, and updated case studies
- Expanded coverage of new media, and more on the mass media
- An expanded focus on how each method can be used in relation to a range of different visual materials
- An additional chapter on the ethics of using visual materials in research projects.

A now classic text, the book appeals to undergraduates, postgraduates, researchers and academics in all subjects looking to understand and clearly grasp the complex debates and ideas in visual analysis and interpretation.

Gillian Rose is Professor of Cultural Geography at the Open University.

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