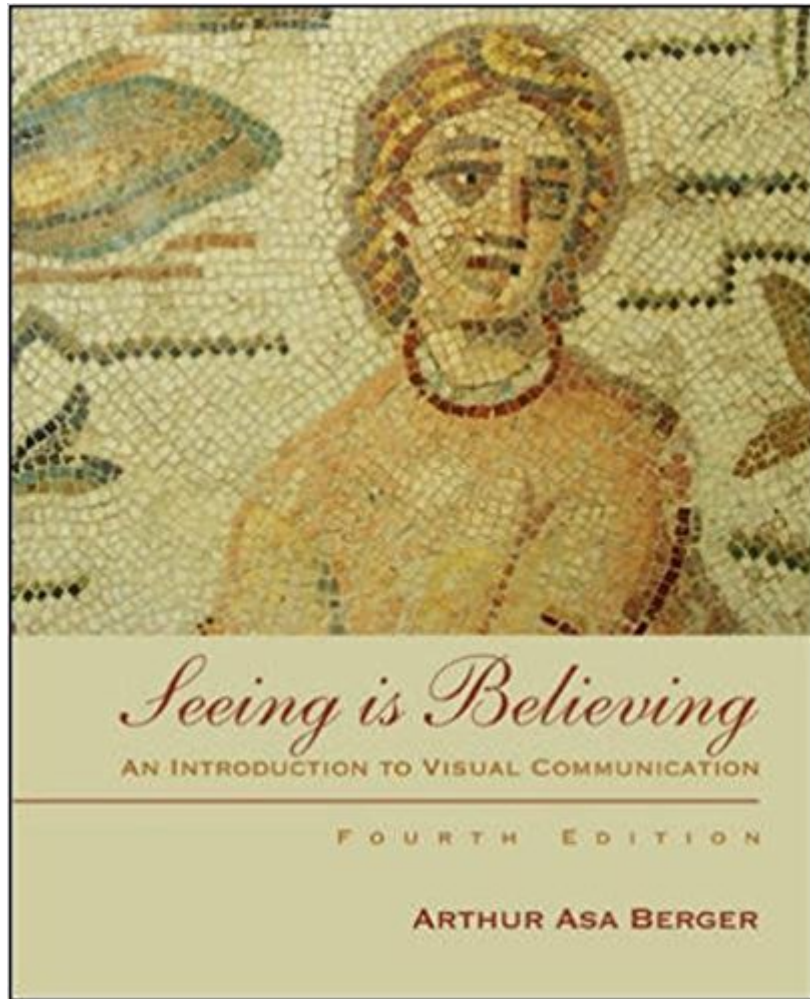




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Seeing Is Believing



Synopsis

Seeing is Believing: An Introduction to Visual Communication uses semiotic theory, psychoanalytic theory and other theories to deal with various aspects of visual communication in an accessible, interesting and entertaining book. It has many new images that reflect the topics discussed in the book and a number of discussion of relevant topics such as postmodernism, tattoos, facial expression, neuromarketing, advertising and persuasion, cultural codes, typographic theory, photograph and landscape, photography and narcissism, digital photography and oil painting, dreams and a rewritten chapter on computers that deals with videogames and social media among other things. The author has also included a number of new drawings he made.

Book Information

Paperback: 288 pages

Publisher: McGraw-Hill Education; 4 edition (January 24, 2011)

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Product Dimensions: 7.3 x 0.5 x 9.1 inches

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Average Customer Review: 3.7 out of 5 stars 20 customer reviews

Best Sellers Rank: #48,783 in Books (See Top 100 in Books) #53 in [Books > Textbooks > Communication & Journalism > Journalism](#) #62 in [Books > Humor & Entertainment > Movies > Video > Direction & Production](#) #63 in [Books > Textbooks > Communication & Journalism > Speech](#)

Customer Reviews

I have to take breaks when reading this book -- I'm happy I decided to rent vs own. Some of its social commentary is stuck back in 1989 and is downright sexist and offensive. (This includes some of the newer additions.) Some quotes from the author: "I have often wondered whether some women have what I call 'The Medusa Complex.' Medusa was a mythical creature with snakes for hair who killed people by turning them to stone when they looked at her. It seems possible to me that this ancient myth is now alive in some women in a highly diluted or diffused form. These women think their hair is an all-important means of looking attractive and being sexually alluring and that the right hair color and style can 'knock 'em dead' so to speak." "If we look at the photograph of the woman with tattoos over a large part of her body [referring to a beautiful lady in a bikini with a back tattoo

and sleeve], we have to ask ourselves whether the tattoos enhance or detract from her attractiveness. We are drawn to look at the tattoos but do we do this instead of looking at her as a person?" "In addition to these more-or-less conventionally understood signs of identity, there are some people who try to mislead others about who they are and what they are like by the signs they use. Consider the following ways in which people play with their identities: Transvestite - Wears clothes of a different sex; Dyed hair - Different colors tied to different personalities; Impersonator - Pretends to be a different person; Impostor - Appropriates a different profession; Fake accents - Pretends to have a different nationality; Passing - Assumes a different race."

Received on time and as described.

THIS BOOK HAS HELPED ME ACHIEVE MY DEGREE, I AM SO GRATEFUL THAT I WAS ABLE TO PURCHASE THIS BOOK FROM . IT WAS VER AFFORDABLE, AND INTERESTING TO READ,

I used this textbook for a media class. This was a great class to take, along with a good textbook.

This is what I needed for Ashford University classes. Glad I found it used and cheap in time for class.

This book is required for my course, but I'm glad I got it. The author gives a great detailed and understandable explanation, which is wonderful for students!

Thank you! Saved a lot of money for school!

Needed it for a class and they had it for cheap! Much better price than other sites and I get to keep this one.

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