

<i>Notes on contributors</i>	ix
<i>Acknowledgements</i>	xv
What is visual culture? Jessica Evans and Stuart Hall	1
Part I Cultures of the visual	9
Introduction Jessica Evans	11
A Rhetorics of the image	21
1 Norman Bryson	23
The natural attitude	
2 Roland Barthes	33
Rhetoric of the image	
3 Victor Burgin	41
Art, common sense and photography	
4 Roland Barthes	51
Myth today	

B Techniques of the visible	59
5 Michel Foucault Panopticism	61
6 Walter Benjamin The work of art in the age of mechanical reproduction	72
7 Susan Sontag The image-world	80
8 Guy Debord Separation perfected	95
9 Dick Hebdige The bottom line on planet one: squaring up to <i>The Face</i>	99
Part II Regulating photographic meanings	125
Introduction Jessica Evans	127
C Theorizing photography	139
10 Simon Watney On the institutions of photography	141
11 Pierre Bourdieu The social definition of photography	162
12 Allan Sekula Reading an archive: photography between labour and capital	181
13 Rosalind Krauss Photography's discursive spaces	193
D Institutions and practices in photography	211
14 Douglas Crimp The museum's old, the library's new subject	213
15 Abigail Solomon-Godeau Living with contradictions: critical practices in the age of supply-side aesthetics	224

16	John Tagg Evidence, truth and order: a means of surveillance	244
17	Jessica Evans Feeble monsters: making up disabled people	274
18	Don Slater Marketing mass photography	289
Part III Looking and subjectivity		307
	Introduction Stuart Hall	309
E Theoretical perspectives		315
19	Louis Althusser Ideology and ideological state apparatuses (notes towards an investigation)	317
20	Sigmund Freud Fetishism	324
21	Otto Fenichel The scopophilic instinct and identification	327
22	Kaja Silverman The subject	340
23	Elizabeth Cowie Fantasia	356
24	Homi K. Bhabha The other question: the stereotype and colonial discourse	370
F Gendering the gaze		379
25	Laura Mulvey Visual pleasure and narrative cinema	381
26	Jackie Stacey Desperately seeking difference	390

27	Jane Gaines White privilege and looking relations: race and gender in feminist film theory	402
28	Jacqueline Rose Sexuality in the field of vision	411
G 'Seeing' racial difference		415
29	Frantz Fanon The fact of blackness	417
30	Mary Louise Pratt Alexander von Humboldt and the reinvention of America	421
31	Kobena Mercer Reading racial fetishism: the photographs of Robert Mapplethorpe	435
32	Mary Ann Doane Dark continents: epistemologies of racial and sexual difference in psychoanalysis and the cinema	448
33	Richard Dyer White	457
Index		469