

Attraction Images: Routledge Advances in Art and Visual Studies



Popularisation and Populism in the Visual Arts: Attraction Images (Routledge Advances in Art and Visual Studies) by Anna Schober

★★★★★ 5 out of 5

Language : English
File size : 26524 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 221 pages
Screen Reader : Supported



Attraction Images: Routledge Advances in Art and Visual Studies examines the role of attraction in the production, circulation, and reception of images, across a wide range of historical periods and geographical locations. The book brings together a range of international scholars to explore how images have been used to attract viewers, and how this attraction has shaped the way that images have been made, used, and understood.

The book is divided into three parts. The first part, "Theories of Attraction," examines the theoretical foundations of the study of attraction images. The second part, "Case Studies," explores a range of case studies of attraction images, from ancient Greek sculpture to contemporary advertising. The third part, "Applications," considers the implications of the study of

attraction images for a range of fields, including art history, visual culture studies, and marketing.

Theories of Attraction

The first part of the book, "Theories of Attraction," examines the theoretical foundations of the study of attraction images. The chapter by David Freedberg provides a comprehensive overview of the history of the study of attraction images, from the ancient Greeks to the present day. The chapter by Laura Mulvey explores the role of attraction in the construction of the male gaze. The chapter by John Berger examines the relationship between attraction and power.

Case Studies

The second part of the book, "Case Studies," explores a range of case studies of attraction images, from ancient Greek sculpture to contemporary advertising. The chapter by Alison Stewart examines the role of attraction in the representation of women in Greek sculpture. The chapter by Michael Camille explores the role of attraction in the development of the cult of the Virgin Mary. The chapter by Simon Schama examines the role of attraction in the rise of the cult of celebrity.

Applications

The third part of the book, "Applications," considers the implications of the study of attraction images for a range of fields, including art history, visual culture studies, and marketing. The chapter by James Elkins examines the role of attraction in the teaching of art history. The chapter by Nicholas Mirzoeff examines the role of attraction in visual culture studies. The chapter by Robert Pfaller examines the role of attraction in marketing.

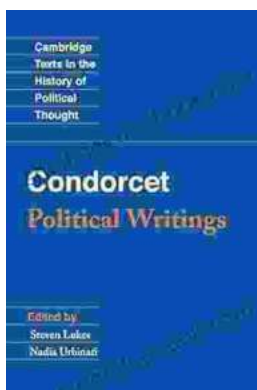
Attraction Images: Routledge Advances in Art and Visual Studies is a comprehensive and authoritative examination of the role of attraction in the production, circulation, and reception of images. The book brings together a range of international scholars to explore how images have been used to attract viewers, and how this attraction has shaped the way that images have been made, used, and understood. The book is essential reading for anyone interested in the study of art, visual culture, or marketing.



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