

**The
Visual
Culture
Reader**

Second edition

Edited by

Nicholas Mirzoeff

Contents

<i>List of illustrations</i>	xii
<i>Acknowledgements</i>	xv
<i>Permissions</i>	xvi

Introductions/Provocations/Conversations

1	Nicholas Mirzoeff	
	THE SUBJECT OF VISUAL CULTURE	3
2	Irit Rogoff	
	STUDYING VISUAL CULTURE	24
3	Ella Shohat and Robert Stam	
	NARRATIVIZING VISUAL CULTURE: TOWARDS A POLYCENTRIC AESTHETICS	37
4	Jonathan L. Beller	
	KINO-I, KINO-WORLD: NOTES ON THE CINEMATIC MODE OF PRODUCTION	60
5	W.J.T. Mitchell	
	SHOWING SEEING: A CRITIQUE OF VISUAL CULTURE	86
6	Raiford Guins, Joanne Morra, Marquard Smith and Omayra Cruz	
	CONVERSATIONS IN VISUAL CULTURE	102

Plug-in theory

	Nicholas Mirzoeff	
	INTRODUCTION TO PLUG-IN THEORY	111
7	René Descartes	
	OPTICS	116
8	Karl Marx	
	THE FETISHISM OF THE COMMODITY	122
9	W.E.B. Dubois	
	DOUBLE CONSCIOUSNESS	124
10	Jacques Lacan	
	WHAT IS A PICTURE?	126
11	Frantz Fanon	
	THE FACT OF BLACKNESS	129
12	Marshall McLuhan	
	WOMAN IN A MIRROR	132
13	Roland Barthes	
	RHETORIC OF THE IMAGE	135
14	Louis Althusser	
	IDEOLOGY AND IDEOLOGICAL STATE APPARATUSES	139
15	Guy Debord	
	THE SOCIETY OF THE SPECTACLE	142
16	Jean Baudrillard	
	SIMULACRA AND SIMULATIONS	145
17	Judith Butler	
	PROHIBITION, PSYCHOANALYSIS AND THE HETEROSEXUAL MATRIX	147
18	N. Katherine Hayles	
	VIRTUAL BODIES AND FLICKERING SIGNIFIERS	152

**PART ONE
GLOBAL/DIGITAL**

Nicholas Mirzoeff
INTRODUCTION TO PART ONE 161

(a) Imagining globalization

19 Arjun Appadurai
HERE AND NOW 173

20 Néstor García Canclini
REMAKING PASSPORTS: VISUAL THOUGHT IN THE DEBATE
ON MULTICULTURALISM 180

21 Kobena Mercer
ETHNICITY AND INTERNATIONALITY: NEW BRITISH ART AND
DIASPORA-BASED BLACKNESS 190

22 Nicholas Mirzoeff
THE MULTIPLE VIEWPOINT: DIASPORA AND VISUAL
CULTURE 204

23 Lisa Bloom
GENDER, RACE AND NATION IN JAPANESE CONTEMPORARY
ART AND CRITICISM 215

(b) The space of the digital

24 Michel Foucault
OF OTHER SPACES 229

25 Geoffrey Batchen
SPECTRES OF CYBERSPACE 237

26 Wendy Hui Kyong Chun
OTHERING SPACE 243

27 Lisa Nakamura
'WHERE DO YOU WANT TO GO TODAY?' CYBERNETIC TOURISM,
THE INTERNET, AND TRANSNATIONALITY 255

28 Thomas J. Campanella
EDEN BY WIRE: WEBCAMERAS AND THE TELEPRESENT
LANDSCAPE 264

29	Lisa Parks SATELLITE AND CYBER VISUALITIES: ANALYZING 'DIGITAL EARTH'	279
----	--	-----

PART TWO
SPECTACLE AND DISPLAY

	Nicholas Mirzoeff INTRODUCTION TO PART TWO	295
--	--	-----

(a) Spectacle, display, surveillance

30	Toby Miller HISTORICAL CITIZENSHIP AND THE FREMANTLE PRISON FOLLIES: FREDERICK WISEMAN COMES TO WESTERN AUSTRALIA	307
----	---	-----

31	Ann Reynolds VISUAL STORIES	324
----	---------------------------------------	-----

32	Andrew Ross THE GREAT UN-AMERICAN NUMBERS GAME	339
----	--	-----

33	Marita Sturken THE WALL, THE SCREEN AND THE IMAGE: THE VIETNAM VETERANS MEMORIAL	357
----	---	-----

34	Michele Wallace THE PRISON HOUSE OF CULTURE: WHY AFRICAN ART? WHY THE GUGGENHEIM? WHY NOW?	371
----	---	-----

35	John Fiske VIDEOTECH	383
----	--------------------------------	-----

(b) Cinema after film, television after the networks

36	Anne Friedberg THE MOBILIZED AND VIRTUAL GAZE IN MODERNITY: FLÂNEUR/FLÂNEUSE	395
----	---	-----

37	Lev Manovich WHAT IS DIGITAL CINEMA?	405
----	--	-----

- 38 Lisa Cartwright
FILM AND THE DIGITAL IN VISUAL STUDIES: FILM STUDIES
IN THE ERA OF CONVERGENCE 417
- 39 May Joseph
KUNG FU CINEMA AND FRUGALITY 433
- 40 David Joselit
THE VIDEO PUBLIC SPHERE 451
- 41 Tara McPherson
RELOAD: LIVENESS, MOBILITY AND THE WEB 458

PART THREE**VISUAL COLONIALISM/VISUAL TRANSCULTURE**

- Nicholas Mirzoeff
INTRODUCTION TO PART THREE 473
- (a) Visual colonialism**
- 42 Terry Smith
VISUAL REGIMES OF COLONIZATION: ABORIGINAL SEEING
AND EUROPEAN VISION IN AUSTRALIA 483
- 43 Timothy Mitchell
ORIENTALISM AND THE EXHIBITIONARY ORDER 495
- 44 Anne McClintock
SOFT-SOAPING EMPIRE: COMMODITY RACISM AND IMPERIAL
ADVERTISING 506
- 45 Malek Alloula
FROM *THE COLONIAL HAREM* 519
- 46 Suzanne Preston Blier
VODUN ART, SOCIAL HISTORY AND THE SLAVE TRADE 525
- (b) Identity and transculture**
- 47 Jill H. Casid
'HIS MASTER'S OBI': MACHINE MAGIC, COLONIAL VIOLENCE,
AND TRANSCULTURATION 533

x CONTENTS

48	Adrian Piper PASSING FOR WHITE, PASSING FOR BLACK	546
49	Coco Fusco THE OTHER HISTORY OF INTERCULTURAL PERFORMANCE	556
50	Olu Oguibe PHOTOGRAPHY AND THE SUBSTANCE OF THE IMAGE	565
51	Oriana Baddeley ENGENDERING NEW WORLDS: ALLEGORIES OF RAPE AND RECONCILIATION	584

PART FOUR
THE GAZE, THE BODY AND SEXUALITY

	Nicholas Mirzoeff INTRODUCTION TO PART FOUR	593
	(a) The gaze and sexuality	
52	Anthea Callen IDEAL MASCULINITIES: AN ANATOMY OF POWER	603
53	Tamar Garb THE FORBIDDEN GAZE: WOMEN ARTISTS AND THE MALE NUDE IN LATE NINETEENTH-CENTURY FRANCE	617
54	Carol Mavor REDUPLICATIVE DESIRES	625
55	Thomas Waugh THE THIRD BODY: PATTERNS IN THE CONSTRUCTION OF THE SUBJECT IN GAY MALE NARRATIVE FILM	636
56	Reina Lewis LOOKING GOOD: THE LESBIAN GAZE AND FASHION IMAGERY	654
57	Judith Halberstam THE TRANSGENDER GAZE IN <i>BOYS DON'T CRY</i>	669

(b) Technobodies/Technofeminism

58	Donna Haraway	
	THE PERSISTENCE OF VISION	677
59	Anne Balsamo	
	ON THE CUTTING EDGE: COSMETIC SURGERY AND THE TECHNOLOGICAL PRODUCTION OF THE GENDERED BODY	685
60	Amelia Jones	
	DISPERSED SUBJECTS AND THE DEMISE OF THE 'INDIVIDUAL': 1990S BODIES IN/AS ART	696
	<i>Notes on contributors</i>	711
	<i>Index</i>	717