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is the most relied upon
role model of today;
basically, due to the
fact that it is the most
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A Summary of
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Chapter 1 . by: Vernon
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invested a careful focus into this paper. While exploring the different ways we practice the art and skill of looking, the focus keeps returning to the notion that we endow the images we see every day with significant messages.

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provides an explanation of the fundamentals of these theories while

presenting visual examples of how they function. Central

concepts such as ideology, the concept of the spectator, the

role of reproduction in visual culture, the mass media and the public sphere,

consumer culture, and postmodernism,

among others, are

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explained in depth and
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