



Visual Methodologies: An Introduction to Researching with Visual Materials

Gillian Rose

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"If you need to carry out research into visuals then Rose's book provides straight forward practical assistance for how to do so... She explains clearly how we can deal with the visual from diverse approaches such as content analysis, semiotics, psychoanalysis and discourse analysis, all explained carefully, using examples, in terms of the stages of a research project."

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With over 25,000 copies sold worldwide, Gillian Rose's book is the bestselling critical introduction to the study and analysis of visual culture.

Each chapter provides a rigorous examination and demonstration of an individual methodology, with case studies, colour images, suggested further reading and visual examples throughout.

Reflecting changes in the way society consumes and creates its visual content, the updated **Third Edition** includes:

- A companion website featuring additional examples of digital media, social media, and moving images.
Visit www.sagepub.co.uk/rose
- An additional chapter and expanded coverage on social and new media, and more information on the mass media in general (TV, print and broadcasting)
- An expanded focus on how each method can be used in relation to a range of different visual materials
- A new chapter on how to use visual materials for research and the presentation of research findings.

A now classic text, the book will be used by undergraduates, postgraduates, researchers and academics looking to understand and clearly grasp the complex debates and ideas in visual analysis and interpretation.

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