Contents

List of illustrations  xii
Acknowledgements  xv
Permissions  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
CONTENTS

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**

### (a) Imagining globalization

19 Arjun Appadurai

**HERE AND NOW**

20 Néstor García Canclini

**REMAKING PASSPORTS: VISUAL THOUGHT IN THE DEBATE ON MULTICULTURALISM**

21 Kobena Mercer

**ETHNICITY AND INTERNATIONALITY: NEW BRITISH ART AND DIASPORA-BASED BLACKNESS**

22 Nicholas Mirzoeff

**THE MULTIPLE VIEWPOINT: DIASPORA AND VISUAL CULTURE**

23 Lisa Bloom

**GENDER, RACE AND NATION IN JAPANESE CONTEMPORARY ART AND CRITICISM**

### (b) The space of the digital

24 Michel Foucault

**OF OTHER SPACES**

25 Geoffrey Batchen

**SPECTRES OF CYBERSPACE**

26 Wendy Hui Kyong Chun

**OTHERING SPACE**

27 Lisa Nakamura

**'WHERE DO YOU WANT TO GO TODAY?' CYBERNETIC TOURISM, THE INTERNET, AND TRANSNATIONALITY**

28 Thomas J. Campanella

**EDEN BY WIRE: WEBCAMERAS AND THE TELEPRESENTER LANDSCAPE**
<table>
<thead>
<tr>
<th>Page</th>
<th>Author</th>
<th>Title</th>
<th>Subtitle</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>Lisa Parks</td>
<td>Satellite and Cyber Visualities: Analyzing 'Digital Earth'</td>
<td></td>
</tr>
<tr>
<td>295</td>
<td>Nicholas Mirzoeff</td>
<td>Introduction to Part Two</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Toby Miller</td>
<td>Historical Citizenship and the Fremantle Prison Follies: Frederick Wiseman Comes to Western Australia</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Ann Reynolds</td>
<td>Visual Stories</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Andrew Ross</td>
<td>The Great Un-American Numbers Game</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>Marita Sturken</td>
<td>The Wall, the Screen and the Image: The Vietnam Veterans Memorial</td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>John Fiske</td>
<td>VideoTech</td>
<td></td>
</tr>
<tr>
<td>395</td>
<td>Anne Friedberg</td>
<td>The Mobilized and Virtual Gaze in Modernity: Flâneur/Flâneuse</td>
<td></td>
</tr>
<tr>
<td>405</td>
<td>Lev Manovich</td>
<td>What is Digital Cinema?</td>
<td></td>
</tr>
</tbody>
</table>
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
48 Adrian Piper
PASSING FOR WHITE, PASSING FOR BLACK

49 Coco Fusco
THE OTHER HISTORY OF INTERCULTURAL PERFORMANCE

50 Olu Oguibe
PHOTOGRAPHY AND THE SUBSTANCE OF THE IMAGE

51 Oriana Baddeley
ENGENDERING NEW WORLDS: ALLEGORIES OF RAPE AND RECONCILIATION

PART FOUR
THE GAZE, THE BODY AND SEXUALITY

Nicholas Mirzoeff
INTRODUCTION TO PART FOUR

(a) The gaze and sexuality

52 Anthea Cal Ien
IDEAL MASCULINITIES: AN ANATOMY OF POWER

53 Tamar Garb
THE FORBIDDEN GAZE: WOMEN ARTISTS AND THE MALE NUDE IN LATE NINETEENTH-CENTURY FRANCE

54 Carol Mavor
REDUPLICATIVE DESIRES

55 Thomas Waugh
THE THIRD BODY: PATTERNS IN THE CONSTRUCTION OF THE SUBJECT IN GAY MALE NARRATIVE FILM

56 Reina Lewis
LOOKING GOOD: THE LESBIAN GAZE AND FASHION IMAGERY

57 Judith Halberstam
THE TRANSGENDER GAZE IN BOYS DON'T CRY
CONTENTS xi

(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

Notes on contributors 711
Index 717