



Seeing Is Believing

Arthur Berger

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Seeing is Believing: An Introduction to Visual Communication uses semiotic theory, psychoanalytic theory and other theories to deal with various aspects of visual communication in an accessible, interesting and entertaining book. It has many new images that reflect the topics discussed in the book and a number of discussion of relevant topics such as postmodernism, tattoos, facial expression, neuromarketing, advertising and persuasion, cultural codes, typographic theory, photograph and landscape, photography and narcissism, digital photography and oil painting, dreams and a rewritten chapter on computers that deals with videogames and social media among other things. The author has also included a number of new drawings he made.

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