



Antropologia della comunicazione visuale: 1 (Impronte) (Italian Edition)

Massimo Canevacci

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In un mondo sempre più connesso e ubiquo, la comunicazione visuale e in particolare digitale sta diventando sempre più determinante per comprendere i mutamenti culturali diffusi nei più diversi contesti.

Con Antropologia della comunicazione visuale Massimo Canevacci applica un'etnografia "indisciplinata" basata sui concetti di "doppio vincolo" (Bateson), di "visus", di merci e feticismi materiali e immateriali che riempiono gran parte della comunicazione che ci investe e che in parte riproduciamo, dal cinema alla pubblicità, dall'arte al porno. Ed è proprio grazie al concetto di io-porno che l'autore individua quanto la cultura digitale stia modificando il nostro modo di recepire la proliferazione perturbante dei nuovi feticismi visuali.

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