

The Power of the Gaze, a textbook on visual literacy, entices the reader to seek significant structures in everyday visual reality, which are called visual orders. Visual orders can be found in representations, visible surroundings, or in nonverbal interaction that relies on gaze. In order to understand what one looks at, one must first understand what it means to gaze and what it means to look. Visual literacy is defined as the critical understanding of the meanings of visual orders. The book is written for all readers interested in visual culture and its phenomena.

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