

CONTENTS

Notes on Contributors	9
Preface	
<i>Michael Fleming</i>	12
Part 1: Philosophy, Visual Studies and an Evolutionary Approach to Art and Visual Images	
1 Iconic Language(s) – A New Lingua Franca or Incompatible Vocabularies? A pragmatic perspective on visual communication	
<i>Aleksandra Łukaszewicz Alcaraz</i>	16
2 Visual communication between art history and visual studies: The power of images with messages before and after Paul Martin Lester	
<i>Giuseppe Capriotti</i>	24
3 An Evolutionary Approach to Art and Visual Images: Darwinian Transformation in the Humanities	
<i>Jerzy Luty</i>	42
Part 2: Urban Visuality	
4 The question is not what you look at, but what you see (Thoreau): Visual communication in the public sphere from an emancipatory perspective	
<i>Maria Czerepaniak-Walczak</i>	54
5 Urban public space as a space of multi-dimensional communication	
<i>Lidia Marek</i>	62
6 The influence of multicultural communities on London's public space	
<i>Agnieszka Szajner and Grażyna Czubińska</i>	80
7 Contexts of Visual Culture: Dialogue between Teenage Identities and Urban Spaces	
<i>Rosita Deluigi</i>	92
Part 3: Art and Culture Visuality	
8 A Work of Art at the Centre of Public Interest – Stories, Characters, Forms and Values in the Process of Social Representation	
<i>Michal Koleček</i>	114

9 Curators of Contemporary Art and Public Space

Adéla Machová _____ 140

10 New Canons of Perspective: Understanding Cultures through the Exchange of Views

Flavia Stara _____ 158

Part 4: New Media Visuality

11 Negotiating the representation of Ubizo (divine calling) in the South African television series 'Ubizo - The Calling'

Noluvuyo Mjoli _____ 168

12 Visual Communication 3.0: Communicating visually in the 21st century – using modern technologies and understanding various recipients' needs

Radosław Nagay _____ 186

13 The Use of Marketing for Art's Sake

Lidia Sapińska _____ 210