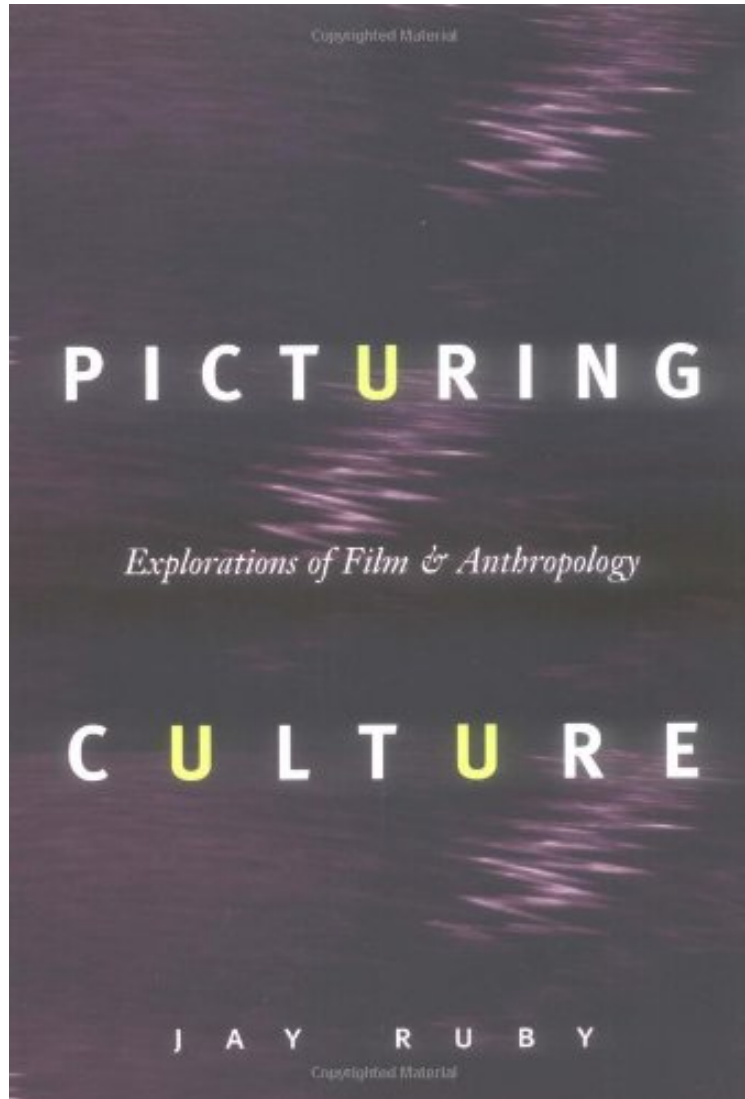


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## Picturing Culture: Explorations of Film and Anthropology

Jay Ruby

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**Jay Ruby : Picturing Culture: Explorations of Film and Anthropology** before purchasing it in order to gage whether or not it would be worth my time, and all praised Picturing Culture: Explorations of Film and Anthropology:

1 of 9 people found the following review helpful. I hate this bookBy RaveyRuby attacks certain films in an essay-style biased argument form. I'm reading it chapter by chapter for my class, and it is literally a CHORE to get through one page.

Here, Jay Rubya founder of visual anthropologydistills his thirty-year exploration of the relationship of film and

anthropology. Spurred by a conviction that the ideal of an anthropological cinema has not even remotely begun to be realized, Ruby argues that ethnographic filmmakers should generate a set of critical standards analogous to those for written ethnographies. Cinematic artistry and the desire to entertain, he argues, can eclipse the original intention, which is to provide an anthropological representation of the subjects. The book begins with analyses of key filmmakers (Robert Flaherty, Robert Garner, and Tim Asch) who have striven to generate profound statements about human behavior on film. Ruby then discusses the idea of research film, Eric Michaels and indigenous media, the ethics of representation, the nature of ethnography, anthropological knowledge, and film and lays the groundwork for a critical approach to the field that borrows selectively from film, communication, media, and cultural studies. Witty and original, yet intensely theoretical, this collection is a major contribution to the field of visual anthropology.

About the Author Jay Ruby is professor emeritus of anthropology at Temple University and the author or editor of numerous books.