

THEORY AND HISTORY OF CULTURE

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Visual anthropology as a relevant sphere of cultural research

This paper discusses the dynamics of visual anthropology as the most important sphere of cultural studies. Visual anthropology is an interdisciplinary area where theoretical and applied research is complemented by the use of modern technical means. From a simple technical means of fixation of certain features of a specific cultural group modern visual anthropology turns into an ideological scientific discipline which dissolves contradiction between subject and object of knowledge. «Viewer» in visual anthropology is an active subject of cognition. Visual Anthropology creates new social and cultural objects, it becomes a unique tool of knowledge "inside" this cultural group. Currently, the major centers of visual anthropology are in leading universities of the world and Russia. It seems that the development of visual anthropology in Russian universities is an effective intellectual practice and will have both theoretical and practical importance.

Key words: visual anthropology, cultural studies, social (cultural) anthropology, visual research practice.

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