
*Viewpoints: Theoretical Perspectives on Irish Visual Texts* is a collection of essays that engage with the visual signifiers of Irish identity during an ongoing period of change regarding Ireland and Irishness. It builds on a growing body of recent scholarship that aims to take a holistic and interdisciplinary approach to Irish studies.

Visual texts convey information through image and pattern, such as with diagrams, road signs, maps, and photographs. The essays presented here look at early Irish photography and contemporary photographic art, advertising material, websites, film and television, language, Irish landscapes and urbanity, personal identity, and national identity. Illustrations are few, and limited mostly to photograph reproductions and film stills.

The work is broken into three main sections. The first involves reevaluations of the methodologies used to investigate visual texts in critical discourse, focusing strongly on analysis of how we interact with and experience the visual to develop meaning. The following section collects studies of intertextual elements that reveal Irish national identity. Most of the essays are film studies, including one that looks at marketing material to discuss identity engagement in organizational branding. While the entire anthology considers inquiry into identity, the third section features works on visual texts with manifest representations of identity, including modernity, gender, race, nationality, and community.

The authors are specialists in the fields of Irish studies, literature, and film studies. The collection thus offers a comprehensive state of the research on Irish visual culture, as well as an array of theoretical perspectives on and methodologies for researching visual texts. Being scholarly in tone and continuing current conversations on visual texts rather than summarizing them, *Viewpoints* is by no means an introduction to this genre of analysis. It is a keen addition to collections on Irish studies and film criticism. Relatively lightweight and affordable, it may be purchased as an example text to encourage diversity and depth in art historical modes of inquiry.

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