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Sommario/riassunto	This collection of original articles deals with two intertwined general questions: what is the visual sphere, and what are the means by which we can study it sociologically? These questions serve as the logic for dividing the book into two sections, the first ("Visualizing the Social, Sociologizing the Visual") focuses on the meanings of the visual sphere, and the second ("New Methodologies for Sociological Investigations of the Visual") explores various sociological research methods to getting a better understanding of the visual sphere. We approach the visual sphere sociologically bec