Notes on Contributors vii
Acknowledgements x
Foreword xi

PART I: MINORITY AUDIENCES AND MAJORITY MEDIA

1 White Media, Black Audience: Diversity and Dissonance on British Television
Karen Ross 3

2 Ethnic Minority Media Audiences, Community and Identity: the Case of London’s South Asian and Greek-Cypriot Communities
Roza Tsagarousianou 17

3 Minority Youth, Media Uses and Identity Struggle: the Role of the Media in the Production of Locality
Thomas Tufte 33

4 Black Like Me: Value Commitment and Television Viewing Preferences of US Black Teenage Girls
Lynne Edwards 49

5 Interpreting Islam: British Muslims and the British Press
Elizabeth Poole 67

6 Deconstructing Identity: Multicultural Women and South African Situation Comedy
Dorothy Roome 87

7 ‘Indians are Like That’: Negotiating Identity in a Media World
S. Elizabeth Bird 105
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Learning about Turkishness by Satellite: Private Satisfactions and Public Benefits</td>
<td>Marisca Milikowski</td>
<td>125</td>
</tr>
<tr>
<td>9</td>
<td>Diasporic Audiences and Satellite Television: Case Studies in France and Germany</td>
<td>Alec G. Hargreaves</td>
<td>139</td>
</tr>
<tr>
<td>10</td>
<td>Sami Media – Identity Projects in a Changing Society</td>
<td>Eli Skogerbo</td>
<td>157</td>
</tr>
<tr>
<td>11</td>
<td>Diasporic Media and Public ‘Sphericules’</td>
<td>Stuart Cunningham and John Sinclair</td>
<td>177</td>
</tr>
<tr>
<td>12</td>
<td>Australian Dreamings: Cultural Diversity and Audience Desire in a Multinational and Polyethnic State</td>
<td>Andrew Jakubowicz</td>
<td>195</td>
</tr>
</tbody>
</table>

Index

215