# CONTENTS


General Introduction xiii

PART ONE: STUDYING THE MEDIA

Section 1: Foundations

Introduction 5

1 Theodor W. Adorno: 'Culture Industry Reconsidered' 15

2 Marshall McLuhan: 'The Medium is the Message' 22

3 Stuart Hall: 'Encoding/Decoding' 28

4 Annette Kuhn: 'The Power of the Image' 39

5 Jürgen Habermas: 'The Public Sphere' 45

6 Jean Baudrillard: 'The Masses: The Implosion of the Social in the Media' 52

7 Michel Foucault: 'Truth and Power' 63

8 Michel de Certeau: 'The Practice of Everyday Life' 76

9 Gilles Deleuze: 'Postscript on the Societies of Control' 89

10 Pierre Bourdieu: 'Some Properties of Fields' 94

Further Reading 100

Section 2: The Media and the Public Sphere

Introduction 105

11 Edward Said:
'Introduction to *Orientalism*' 111

12 Andreas Huyssen:
'Mass Culture as Woman: Modernism's Other' 124

13 John B. Thompson:
'The Globalization of Communication' 138

14 Manuel Castells:
'An Introduction to the Information Age' 152

15 Annabelle Sreberny:
'"Not Only, But Also": Mixedness and Media' 165

Further Reading 181

Section 3: Representation

3.1 Textual Structures

Introduction 187

16 Raymond Williams:
'Programming as Sequence or Flow' 192

17 John Ellis:
'Broadcast TV Narration' 199

18 Richard Dyer:
'The Role of Stereotypes' 206

19 Christine Gledhill:
'Genre, Representation and Soap Opera' 213

20 Roger Silverstone:
'Rhetoric, Play, Performance' 224

21 Lev Manovich:
'Database as a Symbolic Form' 236

Further Reading 248

3.2 The Politics of Representation

Introduction 251

22 Janet Woollacott:

'Fictions and Ideologies: The Case of Situation Comedy' 255

23 Stuart Hall: 'New Ethnicities' 269

24 Linda Williams: 'Skin Flicks on the Racial Border: Pornography, Exploitation, and Interracial Lust' 277

25 Paul Gilroy: 'Between the Blues and the Blues Dance: Some Soundscapes of the Black Atlantic' 291

26 Andrew Gorman-Murray: 'Queering Home or Domesticating Deviance? Interrogating Gay Domesticity Through Lifestyle Television' 302

Further Reading 314

3.3 Feminist Readings

Introduction 319

27 Janice Winship: 'Survival Skills and Daydreams' 323

28 Susan Bordo: 'Reading the Slender Body' 330

29 Charlotte Brunsdon: 'The Role of Soap Opera in the Development of Feminist Television Scholarship' 341

30 Angela McRobbie: 'Post-Feminism and Popular Culture' 350

31 Valerie Walkerdine: 'Playing the Game: Young Girls Performing Femininity in Video Game Play' 362

Further Reading 373

Section 4: Audiences

4.1 'Effects' Debates

Introduction 379

32 James D. Halloran: 'On the Social Effects of Television' 384

33 Denis McQuail, Jay G. Blumler and J. R. Brown: 'The Television Audience: A Revised Perspective' 389

34 Jenny Kitzinger: 'A Sociology of Media Power: Key Issues in Audience Reception Research' 405

35 Martin Barker and Julian Petley: 'From Bad Research to Good – A Guide for the Perplexed' 418

Further Reading 430

4.2 The Politics of Reading

Introduction 435

36 Janice Radway: 'Reading the Romance' 440

37 Ien Ang: 'Wanted: Audiences. On the Politics of Empirical Audience Studies' 451

38 bell hooks: 'The Oppositional Gaze: Black Female Spectators' 462

39 Alexander Doty: 'There's Something Queer Here' 471

40 Asu Aksoy and Kevin Robins: 'Banal Transnationalism: The Difference that Television Makes' 481

Further Reading 492

Section 5: Media and Everyday Life

Introduction 497

41 Ann Gray: 'Behind Closed Doors: Video Recorders in the Home' 502

42 Joke Hermes: 'Media, Meaning and Everyday Life' 514

43 David Morley: 'What's "Home" Got to Do with It? Contradictory Dynamics in the Domestication of Technology and the Dislocation of Domesticity' 523

44 Michael Bull:
'No Dead Air! The iPod and the Culture of Mobile Listening' 536
Further Reading 551

PART TWO: CASE STUDIES

Section 6: 'Reality' Television

Introduction 557
45 Bill Nichols:
'Reality TV and Social Perversion' 561
46 Annette Hill:
'The Rise of Reality TV' 573
47 Sue Thornham:
'Public and Private Bodies' 588
48 Anita Biressi and Heather Nunn:
'Celebrity, Social Mobility and the Future of Reality TV' 598
49 Nick Couldry:
'Teaching Us to Fake It: The Ritualized Norms of Television's "Reality" Games' 610
Further Reading 624

Section 7: News and Documentary

Introduction 629
50 Peter Golding and Philip Elliott:
'News Values and News Production' 635
51 Stuart Hall, Chas Critcher, Tony Jefferson, John Clarke and Brian Roberts:
'The Social Production of News' 648
52 Myra Macdonald:
'Politicizing the Personal: Women's Voices in British Television Documentaries' 656
53 Stig Hjarvard:
'News Media and the Globalization of the Public Sphere' 671

54 Greg Philo and Mike Berry:
'Bad News from Israel' 690
55 José van Dijck:
'Picturizing Science: The Science Documentary as Multimedia Spectacle' 706
Further Reading 721

Section 8: Advertising and Promotional Culture

Introduction 725
56 Raymond Williams:
'Advertising: The Magic System' 730
57 Sean Nixon:
'Advertising, Magazine Culture, and the "New Man"' 736
58 Anne McClintock:
'Soft-soaping Empire: Commodity Racism and Imperial Advertising' 747
59 Andrew Wernick:
'The Promotional Condition of Contemporary Culture' 763
60 William Leiss, Stephen Kline, Sut Jhally and Jacqueline Botterill:
'Social Communication in Advertising' 772
Further Reading 786

Section 9: New Technologies, New Media?

Introduction 791
61 Kevin Robins:
'Cyberspace and the World we Live in' 796
62 Mark Andrejevic:
'The Work of Being Watched: Interactive Media and the Exploitation of Self-Disclosure' 812
63 Jonathan Sterne:
'The MP3 as Cultural Artifact' 825
64 Helen Kennedy:
'Beyond Anonymity, or Future Directions for Internet Identity Research' 839

65 Caroline Bassett:
'Cultural Studies and New Media' 854

Further Reading 870

Acknowledgements 872

Index of Names 879

Subject Index 884