

## **PART I. A CULTURAL STUDIES APPROACH TO GENDER, RACE, AND CLASS IN MEDIA**

### Media Theory

- 1. Cultural Studies, Multiculturalism, and Media Culture** 9  
*Douglas Kellner*
- 2. The New Media Giants: Changing Industry Structure** 21  
*David Croteau*  
*William Hoynes*
- 3. The Meaning of Memory: Family, Class, and  
Ethnicity in Early Network Television** 40  
*George Lipsitz*
- 4. Naked Capitalists** 48  
*Frank Rich*
- 5. Hegemony** 61  
*James Lull*

6.	<b>Women Read the Romance: The Interaction of Text and Context</b> <i>Janice A. Radway</i>	67
7.	<b>Black Sitcom Portrayals</b> <i>Robin R. Means Coleman</i> Gender, Race, and Class	79
8.	<b>The Whites of Their Eyes: Racist Ideologies and the Media</b> <i>Stuart Hall</i>	89
9.	<b>Hetero Barbie?</b> <i>Mary F. Rogers</i>	94
10.	<b>Popular Culture and Queer Representation: A Critical Perspective</b> <i>Diane Raymond</i>	98
11.	<b>White Negroes</b> <i>Jan Nederveen Pieterse</i>	111
12.	<b>Inventing the Cosmo Girl: Class Identity and Girl-Style American Dreams</b> <i>Laurie Ouellette</i>	116
13.	<b><i>Living Single</i> and the “Fight for Mr. Right”: Latifah Don’t Play</b> <i>Kristal Brent Zook</i>	129
14.	<b>Who(se) Am I? The Identity and Image of Women in Hip-Hop</b> <i>Imani Perry</i>	136
15.	<b>Queer ’n’ Asian on—and off—the Net: The Role of Cyberspace in Queer Taiwan and Korea</b> <i>Chris Berry</i> <i>Fran Martin</i>	149

## **PART II. MARKETING A CONSUMER CULTURE**

16.	<b>Space Jam: Media Conglomerates Build the Entertainment City</b> <i>Susan G. Davis</i>	159
17.	<b>Kids for Sale: Corporate Culture and the Challenge of Public Schooling</b> <i>Henry A. Giroux</i>	171

18. **The Greatest Story Ever Sold:  
Marketing and the O. J. Simpson Trial** 176  
*George Lipsitz*
19. **The New Politics of Consumption:  
Why Americans Want So Much More Than They Need** 183  
*Juliet Schor*
20. **Nike, Social Responsibility, and the  
Hidden Abode of Production** 196  
*Carol A. Stabile*
21. **“You’ve Never Had a Friend Like Me”:  
Target Marketing Disney to a Gay Community** 204  
*Sean Griffin*
22. **Advertising and the Political Economy  
of Lesbian/Gay Identity** 212  
*Fred Fejes*
23. **Sex, Lies and Advertising** 223  
*Gloria Steinem*
24. **In Spite of Women: *Esquire* Magazine  
and the Construction of the Male Consumer** 230  
*Kenon Breazeale*

### **PART III. ADVERTISING AND IDENTITIES**

25. **Image-Based Culture: Advertising and Popular Culture** 249  
*Sut Jhally*
26. **“The More You Subtract, the More You Add”:  
Cutting Girls Down to Size** 258  
*Jean Kilbourne*
27. **Cosmetics: A Clinique Case Study** 268  
*Pat Kirkham*  
*Alex Weller*
28. **“Con-fusing” Exotica:  
Producing India in U.S. Advertising** 274  
*Sanjukta Ghosh*
29. **Advertising and People of Color** 283  
*Clint C. Wilson II*  
*Félix Gutiérrez*

30. **Current Perspectives on Advertising Images of Disability** 293  
*Beth A. Haller*  
*Sue Ralph*
31. **Selling Sexual Subjectivities:  
 Audiences Respond to Gay Window Advertising** 302  
*Katherine Sender*
32. **Gender and Hegemony in Fashion Magazines:  
 Women's Interpretations of Fashion Photographs** 314  
*Diana Crane*

## **PART IV. THE VIOLENCE DEBATES**

33. **Television Violence: At a Time of Turmoil and Terror** 339  
*George Gerbner*
34. **Advertising and the Construction of Violent  
 White Masculinity: From Eminem to Clinique for Men** 349  
*Jackson Katz*
35. **The Mighty Morphin Power Rangers:  
 Teachers Voice Concern** 359  
*Diane E. Levin*  
*Nancy Carlsson-Paige*
36. **Lay Theories of Media Effects:  
 Power Rangers at Pre-school** 367  
*Ellen Seiter*
37. **Lessons From Littleton: What Congress Doesn't  
 Want to Hear About Youth and Media** 385  
*Henry Jenkins*
38. **Hidden Politics: Discursive and  
 Institutional Policing of Rap Music** 396  
*Tricia Rose*
39. **The Pornography Debates: Beyond Cause and Effect** 406  
*Karen Boyle*
40. **Pornography and the Limits of Experimental Research** 417  
*Robert Jensen*
41. **Mass Market Romance:  
 Pornography for Women Is Different** 424  
*Ann Barr Snitow*

42. **Everyday Pornography** 434  
*Jane Caputi*
43. **King Kong and the White Woman: *Hustler* Magazine and the Demonization of Black Masculinity** 451  
*Gail Dines*

## **PART V. TV BY DAY**

44. **Gendered Television: Femininity** 469  
*John Fiske*
45. **Daze of Our Lives: The Soap Opera as Feminine Text** 476  
*Deborah D. Rogers*
46. **Women Watching Together: An Ethnographic Study of Korean Soap Opera Fans in the United States** 482  
*Minu Lee*  
*Chong Heup Cho*
47. **“I Think of Them as Friends”: Interpersonal Relationships in the Online Community** 488  
*Nancy K. Baym*
48. **“No Politics Here”: Age and Gender in Soap Opera “Cyberfandom”** 497  
*Christine Scodari*
49. **Consuming Pleasures: Active Audiences and Soap Opera** 507  
*Jennifer Hayward*
50. **Cathartic Confessions or Emancipatory Texts? Rape Narratives on *The Oprah Winfrey Show*** 522  
*Sujata Moorti*
51. **The Mediated Talking Cure: Therapeutic Framing of Autobiography in TV Talk Shows** 534  
*Janice Peck*
52. **The Case Against Sleaze TV** 548  
*Jo Tavener*
53. **Sitting Ducks and Forbidden Fruits** 553  
*Joshua Gamson*

## PART VI. TV BY NIGHT

54. **Ralph, Fred, Archie, and Homer:  
Why Television Keeps Re-creating  
the White Male Working-Class Buffoon** 575  
*Richard Butsch*
55. **The Fox Network and the  
Revolution in Black Television** 586  
*Kristal Brent Zook*
56. **Representing Gay Men on American Television** 597  
*Kylo-Patrick R. Hart*
57. **What's Wrong With This Picture?  
The Politics of Ellen's Coming Out Party** 608  
*Susan J. Hubert*
58. **Once in a Lifetime: Constructing  
"The Working Woman" Through Cable Narrowcasting** 613  
*Jackie Byars*  
*Eileen R. Meehan*
59. **In Their Prime: Women in Nighttime Drama** 625  
*Karen Lindsey*
60. **Workplace Dramas, Ensemble Casts, 1990s Style** 633  
*Donald Bogle*
61. **This Is for Fighting, This Is for Fun:  
Camerawork and Gunplay in Reality-Based Crime Shows** 642  
*Fred Turner*
62. **Here Comes the Judge: The Dancing Itos and  
the Televisual Construction of the Enemy Asian Male** 651  
*Brian Locke*
63. **Ling Woo in Historical Context: The New Face  
of Asian American Stereotypes on Television** 656  
*Chyng Feng Sun*
64. **Jewish Women on Television:  
Too Jewish or Not Enough?** 665  
*Joyce Antler*

## PART VII. THE INTERNET

65. **The *Titanic* Sails On:  
Why the Internet Won't Sink the Media Giants** 677  
*Robert McChesney*

66.	<b>“Where Do You Want to Go Today?” Cybernetic Tourism, the Internet, and Transnationality</b> <i>Lisa Nakamura</i>	684
67.	<b>Television and the Internet</b> <i>Ellen Seiter</i>	688
68.	<b>Dating on the Net: Teens and the Rise of “Pure” Relationships</b> <i>Lynn Schofield Clark</i>	696
69.	<b>Staking Their Claim: Women, Electronic Networking, and Training in Asia</b> <i>Rhona O. Bautista</i>	708
70.	<b>The Cherokee Indians and the Internet</b> <i>Ellen L. Arnold</i> <i>Darcy C. Plymire</i>	715
	<b>A List of Media Activist Organizations</b>	723
	<b>Glossary</b>	727
	<b>Bibliography</b>	739
	<b>Author Index</b>	749
	<b>Subject Index</b>	757
	<b>About the Editors</b>	769
	<b>About the Contributors</b>	771