CONTENTS

rera	ace	X111
P	RT I. A CULTURAL STUDIES PROACH TO GENDER, RACE, ID CLASS IN MEDIA Media Theory	
ι.	Cultural Studies, Multiculturalism, and Media Culture Douglas Kellner	9
2.	The New Media Giants: Changing Industry Structure David Croteau William Hoynes	21
3.	The Meaning of Memory: Family, Class, and Ethnicity in Early Network Television George Lipsitz	40
4.	Naked Capitalists Frank Rich	48
5.	Hegemony James Lull	61

6	The Interaction of Text and Context Janice A. Radway	67
7	Robin R. Means Coleman	79
	Gender, Race, and Class	
8	. The Whites of Their Eyes: Racist Ideologies and the Media Stuart Hall	89
9.	. Hetero Barbie? Mary F. Rogers	94
10	Popular Culture and Queer Representation: A Critical Perspective Diane Raymond	98
11.	White Negroes Jan Nederveen Pieterse	111
12.	Inventing the Cosmo Girl: Class Identity and Girl-Style American Dreams Laurie Ouellette	116
13.	Living Single and the "Fight for Mr. Right": Latifah Don't Play Kristal Brent Zook	129
14.	Who(se) Am I? The Identity and Image of Women in Hip-Hop <i>Imani Perry</i>	136
15.	Queer 'n' Asian on—and off—the Net: The Role of Cyberspace in Queer Taiwan and Korea Chris Berry Fran Martin	149
	RT II. MARKETING CONSUMER CULTURE	
16.		159
17.	Kids for Sale: Corporate Culture and the Challenge of Public Schooling Henry A. Giroux	171

18.	The Greatest Story Ever Sold:	
	Marketing and the O. J. Simpson Trial George Lipsitz	176
19.	The New Politics of Consumption: Why Americans Want So Much More Than They Need Juliet Schor	183
20.	Nike, Social Responsibility, and the Hidden Abode of Production Carol A. Stabile	196
21.	"You've Never Had a Friend Like Me": Target Marketing Disney to a Gay Community Sean Griffin	204
22.	Advertising and the Political Economy of Lesbian/Gay Identity Fred Fejes	212
23.	Sex, Lies and Advertising Gloria Steinem	223
24.	In Spite of Women: Esquire Magazine and the Construction of the Male Consumer Kenon Breazeale	230
PA	RT III. ADVERTISING AND IDENTITIES	
25.	Image-Based Culture: Advertising and Popular Culture Sut Jhally	249
26.	"The More You Subtract, the More You Add": Cutting Girls Down to Size Jean Kilbourne	258
27.	Cosmetics: A Clinique Case Study Pat Kirkham Alex Weller	268
28.	"Con-fusing" Exotica: Producing India in U.S. Advertising Sanjukta Ghosh	274
29.	Advertising and People of Color Clint C. Wilson II Félix Gutiérrez	283

30.	Current Perspectives on Advertising Images of Disability Beth A. Haller Sue Ralph	293
31.	Selling Sexual Subjectivities: Audiences Respond to Gay Window Advertising Katherine Sender	302
32.	Gender and Hegemony in Fashion Magazines: Women's Interpretations of Fashion Photographs Diana Crane	314
PAI	RT IV. THE VIOLENCE DEBATES	
33.	Television Violence: At a Time of Turmoil and Terror George Gerbner	339
34.	Advertising and the Construction of Violent White Masculinity: From Eminem to Clinque for Men Jackson Katz	349
35.	The Mighty Morphin Power Rangers: Teachers Voice Concern Diane E. Levin Nancy Carlsson-Paige	359
36.	Lay Theories of Media Effects: Power Rangers at Pre-school Ellen Seiter	367
37.	Lessons From Littleton: What Congress Doesn't Want to Hear About Youth and Media Henry Jenkins	385
38.	Hidden Politics: Discursive and Institutional Policing of Rap Music Tricia Rose	396
39.	The Pornography Debates: Beyond Cause and Effect Karen Boyle	406
40.	Pornography and the Limits of Experimental Research Robert Jensen	417
41.	Mass Market Romance: Pornography for Women Is Different Ann Barr Snitow	424

42.	Everyday Pornography Jane Caputi	434
43.	King Kong and the White Woman: <i>Hustler</i> Magazine and the Demonization of Black Masculinity <i>Gail Dines</i>	451
PA	RT V. TV BY DAY	
44.	Gendered Television: Femininity John Fiske	469
45.	Daze of Our Lives: The Soap Opera as Feminine Text Deborah D. Rogers	476
46.	Women Watching Together: An Ethnographic Study of Korean Soap Opera Fans in the United States Minu Lee Chong Heup Cho	482
47.	"I Think of Them as Friends": Interpersonal Relationships in the Online Community Nancy K. Baym	488
48.	"No Politics Here": Age and Gender in Soap Opera "Cyberfandom" Christine Scodari	497
49.	Consuming Pleasures: Active Audiences and Soap Opera Jennifer Hayward	507
50.	Cathartic Confessions or Emancipatory Texts? Rape Narratives on The Oprah Winfrey Show Sujata Moorti	522
51.	The Mediated Talking Cure: Therapeutic Framing of Autobiography in TV Talk Shows Janice Peck	534
52.	The Case Against Sleaze TV Jo Tavener	548
53.	Sitting Ducks and Forbidden Fruits Joshua Gamson	553

PART VI. TV BY NIGHT

Robert McChesney

54.	Ralph, Fred, Archie, and Homer: Why Television Keeps Re-creating	
	the White Male Working-Class Buffoon Richard Butsch	575
55.	The Fox Network and the Revolution in Black Television Kristal Brent Zook	586
56.	Representing Gay Men on American Television Kylo-Patrick R. Hart	597
57.	What's Wrong With This Picture? The Politics of Ellen's Coming Out Party Susan J. Hubert	608
58.	Once in a Lifetime: Constructing "The Working Woman" Through Cable Narrowcasting Jackie Byars Eileen R. Meehan	613
59.	In Their Prime: Women in Nighttime Drama Karen Lindsey	625
60.	Workplace Dramas, Ensemble Casts, 1990s Style Donald Bogle	633
61.	This Is for Fighting, This Is for Fun: Camerawork and Gunplay in Reality-Based Crime Shows Fred Turner	642
62.	Here Comes the Judge: The Dancing Itos and the Televisual Construction of the Enemy Asian Male Brian Locke	651
63.	Ling Woo in Historical Context: The New Face of Asian American Stereotypes on Television Chyng Feng Sun	656
64.	Jewish Women on Television: Too Jewish or Not Enough? Joyce Antler	665
PAI	RT VII. THE INTERNET	
65.	The <i>Titanic</i> Sails On: Why the Internet Won't Sink the Media Giants	677

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