

Mark Seppinen, "Who's the Star? Stories of Self and Autobiography in <i>Born in East L.A.</i> "	10
Don A. Noriega	440
John M. Miller, "How to Watch TV: Aesthetics and the Aesthetics of Television"	11
David Boggs and Tom Pollard	457
Jeffrey Shandler, "The Politics of Cultural Studies: Challenging the Discourse of Cultural Studies"	12
Carsten Lüke	482
Carsten Lüke, "The Displacement of South Asian Female Sexuality in Indian Cinema"	13

## ■ Table of Contents

Editorial: Minority/Honorable Function: The Dual Image of Asian American Lives in the Media and Everyday Perception	501
From Communications and Media Studies Through Cultural Studies: An Introduction and Overview	515
Rhonda Hammer and Douglas Kellner	ix
<b>PART I: WHAT IS MEDIA/CULTURAL STUDIES?</b>	
Introduction to Part I	1
<b>1</b> Toward a Critical Media/Cultural Studies	557
<i>Douglas Kellner</i>	5
<b>2</b> Cultural Studies: What's in a Name? (One More Time)	25
<i>Lawrence Grossberg</i>	~
<b>3</b> Stuart Hall on Representation and Ideology	49
<i>Chris Rojek</i>	~
<b>4</b> A Propaganda Model	63
<i>Edward Herman</i>	63
<b>5</b> How Producers "Theorize": Shoot-outs, Bake-offs, and Speed-Dating	68
<i>John Caldwell</i>	68
<b>6</b> Cultural Studies, Critical Pedagogy, and the Politics of Higher Education	88
<i>Henry A. Giroux</i>	88
<b>7</b> The Power of New Media Networks	107
<i>Robin Mansell</i>	107
List of Contributors	
<b>PART II: TEACHING MEDIA/CULTURAL STUDIES</b>	
Introduction to Part II	123
<b>8</b> Young Children and Critical Media Literacy	126
<i>Jeff Share</i>	126
<b>9</b> Teaching Popular Music	152
<i>Ernest Morrell</i>	152

<b>10</b>	"This Won't Be on the Final": Reflections on Teaching Critical Media Literacy <i>Rhonda Hammer</i>	164
<b>11</b>	As Seen on TV or Was That My Phone?: 'New' Media Literacy <i>Carmen Luke</i>	194
<b>12</b>	Digital Tools for Collecting, Connecting, Constructing Responding to, Creating, and Conducting Media Ethnographies of Audience Use of Media Texts <i>Richard Beach</i>	206
<b>PART III: DOING MEDIA/CULTURAL STUDIES</b>		
	Introduction to Part III	229
<b>13</b>	Children and the Media: Alternative Histories <i>Toby Miller</i>	238
<b>14</b>	Capital, Ray Kroc, and McDonald's: The World's Lovin' It <i>Joe L. Kincheloe</i>	251
<b>15</b>	Barbie: The Bitch Still Has Everything <i>Shirley R. Steinberg</i>	270
<b>16</b>	The Spectacle of Reform: Vulture Culture, Youth, and Television <i>Kathalene A Razzano, Loubna H. Skalli, and Christine M. Quail</i>	280
<b>17</b>	Gideon Who Will Be 25 in the Year 2012: Growing Up Gay Today <i>Larry Gross</i>	296
<b>18</b>	Advertising, Gender and Sex: What's Wrong with a Little Objectification? <i>Sut Jhally</i>	313
<b>19</b>	The Magical World of Daytime Soap Operas <i>Elayne Rapping</i>	324
<b>20</b>	Social Class and Entertainment Television: What's So Real about Reality TV? <i>Pepi Leistyna</i>	339
<b>21</b>	African American and Jewish Mothers/Wives on Television: Persistent Stereotypes <i>Myrna A. Hant</i>	360
<b>22</b>	Successful, Single and "Othered": The Media and the "Plight" of Single Black Women <i>Felicia D. Henderson</i>	374
<b>23</b>	Ladies Love Your Box: The Rhetoric of Pleasure and Danger in Feminist Television Studies <i>Merri Lisa Johnson</i>	392
<b>24</b>	Post-Feminism and Popular Culture: Bridget Jones and the New Gender Regime <i>Angela McRobbie</i>	411
<b>25</b>	Women in Traffic: L.A. Autobiography" <i>Kathleen McHugh</i>	423

<b>26</b>	"Waas Sappening?": Narrative Structure and Iconography in <i>Born in East L.A.</i> <i>Chon A. Noriega</i>	440
<b>27</b>	American Militarism, Hollywood, and Media Culture <i>Carl Boggs and Tom Pollard</i>	457
<b>28</b>	Another Ethnic Autobiography? Childhood and the Cultural Economy of Looking <i>Allan Luke</i>	482
<b>29</b>	Ethnic Chic and the Displacement of South Asian Female Sexuality in the U.S. Media <i>Meenakshi Gigi Durham</i>	501
<b>30</b>	Model Minority/Honorable Eunuch: The Dual Image of Asian American Men in the Media and Everyday Perception <i>Chyng Sun, Ekra Miezan, and Rachael Liberman</i>	516
<b>31</b>	'Politics Is a Contact Sport': Media, Sports Metaphors and Presidential Masculinity <i>Jackson Katz</i>	537

#### ■ PART IV: EMERGENT DIGITAL CULTURES

	Introduction to Part IV	557
<b>32</b>	The Uses of Disenchantment in New Media Pedagogy: Teaching for Remediation and Reconfiguration <i>Leah A. Lievrouw</i>	560
<b>33</b>	Perfect Transmissions: Evil Bert Laden <i>Mark Poster</i>	576
<b>34</b>	'Doing Something That Matters': Children's Culture Video Games, and the Politics of Representation <i>Rebecca Stephenson</i>	587
<b>35</b>	Critical Perspectives on Social Network Sites <i>Alla Zollers</i>	602
<b>36</b>	YouTube, Politics, and Pedagogy: Some Critical Reflections <i>Douglas Kellner and Gooyong Kim</i>	615
	List of Contributors	637

Our book provides the tools necessary to comprehend and critically analyze our current media, consumer, and digital culture. Unlike texts that separate media studies from cultural studies, our reader combines critical approaches and presents material that will allow students, teachers, and readers to critically engage the many types of media, consumer, and digital culture. This position, found in studies within our text, combines models of the production and political economy of media and the emergence of new forms of digital and consumer culture with textual and contextual analysis of a wide range