

CONTENTS

| | |
|---|----------|
| Preface | x |
| Acknowledgments | xiv |
| PART I. A CULTURAL STUDIES APPROACH TO MEDIA: THEORY | 1 |
| 1. Cultural Studies, Multiculturalism, and Media Culture <i>Douglas Kellner</i> | 7 |
| 2. The Meaning of Memory: Family, Class, and Ethnicity in Early Network Television Programs <i>George Lipsitz</i> | 20 |
| 3. The Economics of the Media Industry <i>David P. Croteau, William D. Hoynes, and Stefania Milan</i> | 28 |
| 4. Hegemony <i>James Lull</i> | 39 |
| 5. The Internet's Unholy Marriage to Capitalism <i>John Bellamy Foster and Robert W. McChesney</i> | 43 |
| 6. <i>Extreme Makeover: Home Edition</i> : An American Fairy Tale <i>Gareth Palmer</i> | 51 |
| 7. Women Read the Romance: The Interaction of Text and Context <i>Janice Radway</i> | 58 |
| 8. <i>Star Trek</i> Rerun, Reread, Rewritten: Fan Writing as Textual Poaching <i>Henry Jenkins III</i> | 69 |
| 9. Watching Television Without Pity: The Productivity of Online Fans <i>Mark Andrejevic</i> | 78 |

10. Reconsidering Resistance *and* Incorporation 87
Richard Butsch

PART II. REPRESENTATIONS OF GENDER, RACE, AND CLASS 99

11. The Whites of Their Eyes: Racist Ideologies and the Media 104
Stuart Hall
12. "Global Motherhood": The Transnational Intimacies of White Femininity 108
Raka Shome
13. Pornographic Eroticism and Sexual Grotesquerie in Representations of African American Sportswomen 118
James McKay and Helen Johnson
14. Hetero Barbie? 128
Mary F. Rogers
15. Transgender Transitions: Sex/Gender Binaries in the Digital Age 132
Kay Siebler
16. The "Rich Bitch": Class and Gender on the *Real Housewives of New York City* 143
Michael J. Lee and Leigh Moscovitz
17. Big Talkers: Rush Limbaugh, Conservative Talk Radio, and the Defiant Reassertion of White Male Authority 157
Jackson Katz

PART III. READING MEDIA TEXTS CRITICALLY 163

18. Pretending to Be "Postracial": The Spectacularization of Race in Reality TV's *Survivor* 167
Emily M. Drew
19. Television's 'New' Feminism: Prime-Time Representations of Women and Victimization 175
Lisa M. Cuklanz and Sujata Moorti
20. More Than Baby Mamas: Black Mothers and Hip-Hop Feminism 187
Marlo David
21. Political Culture Jamming: The Dissident Humor of *The Daily Show With Jon Stewart* 194
Jamie Warner
22. Educating *The Simpsons*: Teaching Queer Representations in Contemporary Visual Media 203
Gilad Padva
23. Resisting, Reiterating, and Dancing Through: The Swinging Closet Doors of Ellen DeGeneres's Televised Personalities 210
Candace Moore
24. "Sexy Like a Girl and Horny Like A Boy": Contemporary Gay "Western" Narratives About Gay Asian Men 220
Chong-suk Han

25. When in Rome: Heterosexism, Homophobia and Sports Talk Radio 227
David Nylund

PART IV. ADVERTISING AND CONSUMER CULTURE 241

26. Image-Based Culture: Advertising and Popular Culture 246
Sut Jhally
27. The New Politics of Consumption: Why Americans Want So Much More Than They Need 251
Juliet Schor
28. Inventing the Cosmo Girl: Class Identity and Girl-Style American Dreams 258
Laurie Ouellette
29. Sex, Lies, and Advertising 271
Gloria Steinem
30. Supersexualize Me! Advertising and the "Midriffs" 278
Rosalind Gill
31. Branding "Real" Social Change in Dove's Campaign for Real Beauty 285
Dara Persis Murray
32. Nothing Less Than Perfect: Female Celebrity, Ageing, and Hyperscrutiny in the Gossip Industry 297
Kirsty Fairclough
33. To See and Be Seen: Celebrity Practice on Twitter 306
Alice Marwick and danah boyd
34. How to "Use Your Olympian": The Paradox of Athlete Authenticity and Commercialization in the Contemporary Olympic Games 318
Momin Rahman and Sean Lockwood
35. Mapping Commercial Intertextuality: HBO's *True Blood* 327
Jonathan Hardy

PART V. REPRESENTING SEXUALITIES 337

36. That Teenage Feeling: *Twilight*, Fantasy, and Feminist Readers 342
Anne Helen Petersen
37. Deadly Love: Images of Dating Violence in the "Twilight Saga" 354
Victoria E. Collins and Dianne C. Carmody
38. The White Man's Burden: Gonzo Pornography and the Construction of Black Masculinity 366
Gail Dines
39. The Pornography of Everyday Life 373
Jane Caputi
40. There Are Bitches and Hoes 386
Tricia Rose
41. The Limitations of the Discourse of Norms: Gay Visibility and Degrees of Transgression 391
Jay Clarkson

| | | |
|--|--|-----|
| 42. | Sex Lives in <i>Second Life</i> Robert Alan Brookey and Kristopher L. Cannon | 398 |
| 43. | Queering <i>Queer Eye</i> : The Stability of Gay Identity Confronts the Liminality of Trans Embodiment E. Tristan Booth | 409 |
| PART VI. GROWING UP WITH CONTEMPORARY MEDIA | | 419 |
| 44. | The Future of Childhood in the Global Television Market Dafna Lemish | 423 |
| 45. | Growing Up Female in a Celebrity-Based Pop Culture Gail Dines | 433 |
| 46. | La Princesa Plastica: Hegemonic and Oppositional Representations of <i>Latinidad</i> in Hispanic Barbie Karen Goldman | 441 |
| 47. | Monarchs, Monsters, and Multiculturalism: Disney's Menu for Global Hierarchy Lee Artz | 449 |
| 48. | Constructing the "New Ethnicities": Media, Sexuality and Diaspora Identity in the Lives of South Asian Immigrant Girls Meenakshi Gigi Durham | 455 |
| 49. | HIV on TV: Conversations With Young Gay Men Kathleen P. Farrell | 464 |
| 50. | Video Games and Machine Dreams of Domination John Sanbonmatsu | 473 |
| 51. | Strategic Simulations and Our Past: The Bias of Computer Games in the Presentation of History Kevin Schut | 484 |
| 52. | "You Play Like a Girl!" Cross-Gender Competition and the Uneven Playing Field Elena Bertozzi | 491 |
| PART VII. IS TV FOR REAL? | | 503 |
| 53. | Six Decades of Social Class in American Television Sitcoms Richard Butsch | 507 |
| 54. | Marketing "Reality" to the World: <i>Survivor</i> , Post-Fordism, and Reality Television Chris Jordan | 517 |
| 55. | Critiquing Reality-Based Televisual Black Fatherhood: A Critical Analysis of <i>Run's House</i> and <i>Snoop Dogg's Father Hood</i> Debra C. Smith | 524 |
| 56. | A Shot at Half-Exposure: Asian Americans in Reality TV Shows Grace Wang | 536 |
| 57. | "Take Responsibility for Yourself": Judge Judy and the Neoliberal Citizen Laurie Ouellette | 545 |

| | |
|--|------------|
| 58. Television and the Domestication of Cosmetic Surgery <i>Sue Tait</i> | 556 |
| 59. Drama Is the Cure for Gossip: Television's Turn to Theatricality in a Time of Media Transition <i>Abigail De Kosnik</i> | 565 |
| 60. Free TV: File-Sharing and the Value of Television <i>Michael Z. Newman</i> | 572 |
| PART VIII. INTERACTIVITY, VIRTUAL COMMUNITY, AND FANDOM | 581 |
| 61. Pop Cosmopolitanism: Mapping Cultural Flows in an Age of Convergence <i>Henry Jenkins III</i> | 587 |
| 62. The Political Economy of Privacy on Facebook <i>Christian Fuchs</i> | 594 |
| 63. Showtime Thinks, Therefore I Am: The Corporate Construction of "The Lesbian" on Sho.Com's <i>The L Word</i> Site <i>Kelly Kessler</i> | 600 |
| 64. Reading the Romance of Fan Cultural Production: Music Videos of a Television Lesbian Couple <i>Eve Ng</i> | 610 |
| 65. "Don't Hate the Player, Hate the Game": The Racialization of Labor in <i>World of Warcraft</i> <i>Lisa Nakamura</i> | 620 |
| 66. Accidental Activists: Fan Activism in the Soap Opera Community <i>Melissa C. Scardaville</i> | 627 |
| 67. Fan Activists and the Politics of Race in <i>The Last Airbender</i> <i>Lori Kido Lopez</i> | 637 |
| 68. <i>GimpGirl</i> Grows Up: Women With Disabilities Rethinking, Redefining, and Reclaiming Community <i>Jennifer Cole, Jason Nolan, Yukari Seko, Katherine Mancuso, and Alejandra Ospina</i> | 648 |
| 69. The Latino Cyber-Moral Panic Process in the United States <i>Nadia Yamel Flores-Yeffal, Guadalupe Vidales, and April Plemons</i> | 657 |
| 70. How It Feels to Be Viral Me: Affective Labor and Asian American YouTube Performance <i>Christine Bacareza Balance</i> | 668 |
| Alternative Contents Index | 678 |
| Resources and Media Activist Organizations | 684 |
| Glossary of Terms | 696 |
| Author Index | 711 |
| Subject Index | 724 |
| About the Editors | 751 |
| About the Contributors | 752 |