

Detailed Contents

Preface to Fourth Edition	x
PART I – MAJORITY RULES: “MINORITIES” AND THE MEDIA	1
1. Demographics	2
Who Are the Minorities?	3
The WASP Melting Pot	4
U.S. Grows Beyond the Melting Pot	7
The Browning of America	10
Undercounting Racial and Ethnic Diversity	12
Building a More Colorful United States	14
From Melting Pot Minorities to Multiculturalism	17
<i>Racial and Ethnic Minorities: A Worldwide Phenomenon</i>	19
<i>Racial and Ethnic Diversity: Problem or Opportunity?</i>	23
<i>Media and Diversity: Maximizing Opportunity?</i>	23
2. Media Matter	30
The Functions of Media in Society	31
The Mass Media and the Mass Audience	34
The Mass Media and the Collective Consciousness	37
Symbols, Stereotypes, and the Mass Media	38
Do Media Matter?	40
The Zoot Suit Riots of 1943	41
Bigotry and Archie Bunker	45
Media Images of Muslims: Impact on the People Portrayed	48
How Do Media Matter?	52
From Mass Media to Class Media	52
3. Disparaging the “Other”	55
Native Americans as Barriers to “Civilization”	56
Justifying African Enslavement	57
Fighting Mexicans for “Independence”	59
Importing “Peril” From Asia	60
The Middle Eastern Presence in America	62
Racial Legacy of the Live Stage	63

PART II – RACISM AND SEXISM IN AMERICAN ENTERTAINMENT	67
4. “Bamboozling” Stereotypes Through the 20th Century	68
Motion Pictures Bring Racism to a New Medium	68
Hollywood’s Heyday, Comics, and Radio Racism: 1930–1945	72
Post–World War II to the 21st Century	78
Television Brings Stereotypes Home	83
And There’s Sexism Too	92
Breaking the Barrier	93
Sexism in Hollywood	95
From Geisha Girl to Woman Warrior	98
A Shameful Legacy	100
5. Race, Culture, and Gender in the New Media Age	103
Race and Representation in Prime-Time Television: More or Less?	108
Old Problems Linger in the New Media Era	111
Gender Inequities Abound	112
Impact of Oprah Winfrey	116
Racial Gaffes on Radio and the Web	118
Video Games: One Step Forward, Two Steps Backward	120
PART III – RACISM AND SEXISM IN PUBLIC COMMUNICATIONS	125
6. The Press: Whose (News) Media Is It?	126
Social Function of News in Society	127
Discrimination in News: An Overview	129
<i>Exclusionary Phase</i>	129
<i>Threatening Issue Phase</i>	130
<i>Confrontation Phase</i>	132
<i>Stereotypical Selection Phase</i>	134
<i>Multiracial Coverage Phase and Its Obstacles</i>	136
<i>Some Women Journalists Who Paved the Way</i>	137
Sexism in the Newsroom	138
Newsroom Power and Practices: Perpetuating Inaccurate Portrayals	143
News Coverage of Women: Vamps, Victims, and Violence	146
Newsroom Policy and Race	149
<i>Content Observation</i>	150
<i>Editing by Superiors</i>	151
<i>Informal Conversation</i>	151
<i>News Planning Conferences</i>	151
<i>Sanctions for Policy Violations</i>	152
7. Marketing and Advertising: The Media’s Not-So-Silent Partners	156
Advertising and Media in the Land of Plenty	158
Race and Ethnicity in Advertising	160
Looking Back: Advertising Images, Protests, and Progress	163
Integration in Advertising	167
Multicultural Marketing: Courting Consumers of Color	169
<i>The Black Market</i>	172
<i>Spanish Gold</i>	173

<i>Asian and Pacific Treasures</i>	174
<i>Native American Growth</i>	175
<i>Reaching Out to the “Halal Market”</i>	176
Mining Multicultural Markets	177
Demographics and Psychographics	177
Marketing and Advertising Ethics	180
Advertising’s Double-Edged Sword	181
8. Public Relations: An Opportunity to Influence the Media	185
Public Relations’ Influence on the News Media	186
Diversity in Public Relations: The Need to	
Reflect Demographic Growth and Changes	187
The Importance of Minority Publics	189
Diversity in Public Relations: Good Business	190
Women of Color in Public Relations	191
Building a Multicultural Foundation for Public Relations	194
Diversity Practices in Public Relations Education	195
A Public Relations Education Diversity Agenda	195
A Public Relations Professional Diversity Agenda	196
PART IV – OVERCOMING RACE AND GENDER INSENSITIVE MEDIA	201
9. Advocacy: Keeping Their Feet to the Fire	202
Civil Rights Organizations	205
Challenging Bias in Broadcasting and Electronic Media	207
Multicultural Efforts in the Newspaper Industry	211
Contributions of Minority Media Professional Associations	213
Advocacy in the Entertainment Industry	213
Advocacy in Media Communications Education	214
Overview: Confronting the Status Quo Toward Multiculturalism	216
10. Access: Equitable Hiring Principles Elude Media Employers	219
Background: Film and Television Entertainment	
Industries to 2000	220
Film and Television Entertainment Employment	
in the New Century	224
Background: Print and Broadcast News Media to 2000	226
Retaining Media Professionals of Color	229
Newsroom Employment in the New Media Era	230
Education and Training	232
Other Training Programs	234
21st-Century Discrimination Against . . . Whom?	235
Power and Positions: Gender and the Evening News	235
Power, Perceptions, and Promotion: Dealing With	
Double Jeopardy	237
“Reverse” Discrimination?	240
11. Alternative Media	243
Communication Before the Europeans	243
Early Printing in America	246

The First Latino Newspaper: <i>El Misisipí</i> in 1808	249
The First Black Newspaper: <i>Freedom's Journal</i> in 1827	252
The First Native American Newspaper: <i>The Cherokee Phoenix</i> in 1828	254
The First Asian Pacific American Newspaper: <i>The Golden Hills' News</i> in 1854	258
Similarities in the First Newspapers of People of Color	262
The Future of Media By, For, and About People of Color	264
Epilogue: Thoughts About the Future	270
Suggested Readings	275
Online Resources	281
Index	291
About the Authors	313