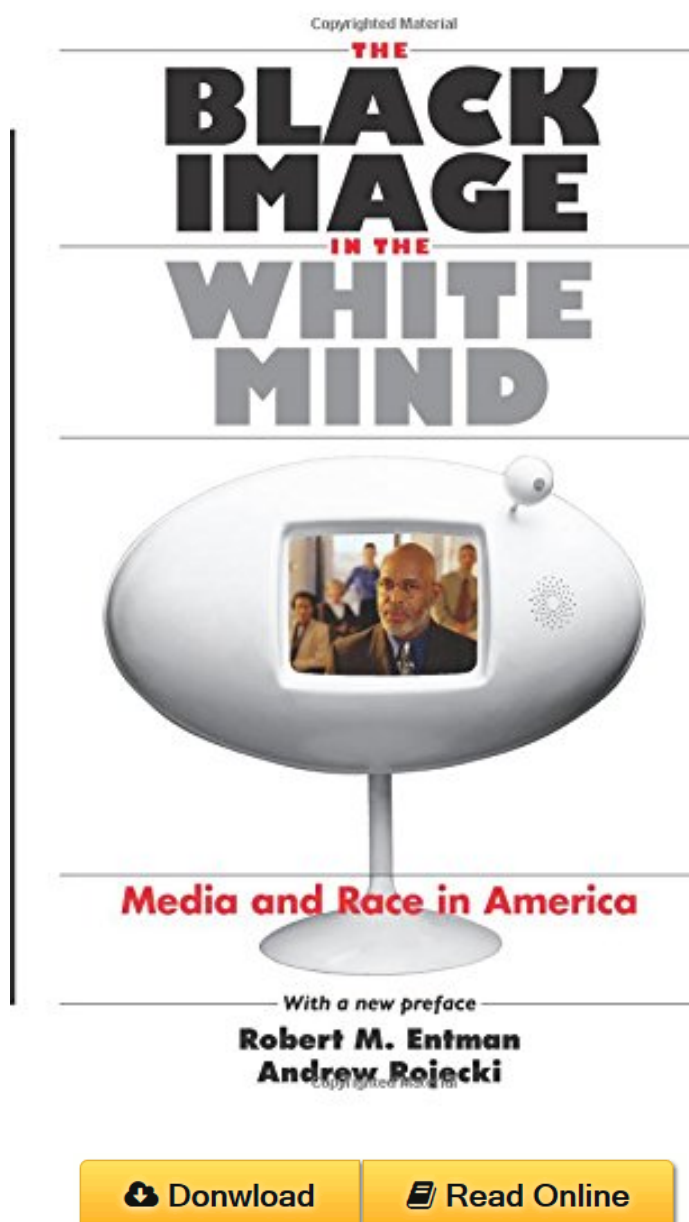


(Download ebook) The Black Image in the White Mind: Media and Race in America (Harvard Univ. Kennedy School of Gov't Goldsmith Book Prize Winner; Amer. Political ... in Communication, Media, and Public Opinion)

# The Black Image in the White Mind: Media and Race in America (Harvard Univ. Kennedy School of Gov't Goldsmith Book Prize Winner; Amer. Political ... in Communication, Media, and Public Opinion)

*Robert M. Entman, Andrew Rojecki*  
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#867729 in Books Robert M Entman 2001-12-15 2001-12-01Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 9.00 x 1.00 x 6.00l, 1.02 #File Name: 0226210766340 pagesThe Black Image in the White Mind Media and Race in America | File size: 56.Mb

**Robert M. Entman, Andrew Rojecki : The Black Image in the White Mind: Media and Race in America (Harvard Univ. Kennedy School of Gov't Goldsmith Book Prize Winner; Amer. Political ... in Communication, Media, and Public Opinion)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Black Image in the White Mind: Media and Race in America* (Harvard Univ. Kennedy School of Gov't Goldsmith Book Prize Winner; Amer. Political ... in Communication, Media, and Public Opinion):

42 of 45 people found the following review helpful. Long needed research. By Bakari Chavanu This is a very important book of research. Though written in sociologist language (lots of statistics and repetition claims), this is one work that provides meticulous research about how the media help perpetuate racial stereotypes and prototypes in this society. As a teacher who is studying widely literature about the media, I found Entman and Rojecki's work useful for providing a lens to better analyze media representations of Black and White people. The authors contend that "Blacks now occupy a kind of limbo status in White America's thinking, neither fully accepted nor wholly rejected by the dominant culture. The ambiguity of Blacks' situation gives particular relevance and perhaps potency to the images of African Americans in the media." They show that though representations of Black people are quantitatively better than in the past, these representations still convey stereotypical or ambiguous images of Blacks. For example, though there has been sharp increase of Black male actors in movies, their roles still revolve around plots that focus on sports, crime, and violence. In the area of news media, Blacks are usually presented as sources of disruption, as victims, and as complaining supplicants. These type of images, they contend, help to maintain a gap in what they refer to as comity on the part of Whites toward Blacks and other racial minorities in this country. They provide a well known but much needed reiteration of why the media maintains these stereotypes and marginalizations of racial minorities: largely it's economics. "Media workers," they argue, "seek to make money for their organizations and advance their own careers. That means that they must stay vigilantly attuned to the presumed tastes of their target audiences. These creators operate in a professional culture and organizational milieu that transmits lessons about what attracts and sells, what upsets and repels. Ratings and market research increasingly inform decisions, whether about news coverage or entertainment plots." They argue that political and White ethnocentrism play an equal role as well. Though critics may disagree with some of the authors' analysis and conclusions, this book deserves wide reading in media studies, communications, ethnic studies, and sociology courses. It should be read as a useful resource by concerned teachers and media activists.

2 of 2 people found the following review helpful. For My Research... By Stacey With No E... as I continue from my Master's degree and onto my Ph.D., I needed more resources for "How the expectation of college attendance is visually communicated: A study of African-American students' exposure, perception, and attitudes of college advertising", and this book was highly recommended to me. It not only gives the what, the how, and the why, but it gives a historical background to get a deeper understanding of "The Black Image in the White Mind".

0 of 0 people found the following review helpful. Read for academic or for pleasure By Diana One of my favorite books about race in the media

Living in a segregated society, white Americans learn about African Americans not through personal relationships but through the images the media show them. *The Black Image in the White Mind* offers the most comprehensive look at the intricate racial patterns in the mass media and how they shape the ambivalent attitudes of Whites toward Blacks. Using the media, and especially television, as barometers of race relations, Robert Entman and Andrew Rojecki explore but then go beyond the treatment of African Americans on network and local news to incisively uncover the messages sent about race by the entertainment industry—from prime-time dramas and sitcoms to commercials and Hollywood movies. While the authors find very little in the media that intentionally promotes racism, they find even less that advances racial harmony. They reveal instead a subtle pattern of images that, while making room for Blacks, implies a racial hierarchy with Whites on top and promotes a sense of difference and conflict. Commercials, for example, feature plenty of Black characters. But unlike Whites, they rarely speak to or touch one another. In prime time, the few Blacks who escape sitcom buffoonery rarely enjoy informal, friendly contact with White colleagues perhaps reinforcing social distance in real life. Entman and Rojecki interweave such astute observations with candid interviews of White Americans that make clear how these images of racial difference insinuate themselves into Whites' thinking. Despite its disturbing readings of television and film, the book's cogent analyses and proposed policy guidelines offer hope that America's powerful mediated racial separation can be successfully bridged. Entman and Rojecki look at how television news focuses on black poverty and crime out of proportion to the material reality of black lives, how black 'experts' are only interviewed for 'black-themed' issues and how 'black politics' are distorted in the news, and conclude that, while there are more images of African-Americans on television now than there were years ago, these images often don't reflect a commitment to 'racial comity' or community-building between the races. Thoroughly researched and convincingly argued. Publishers Weekly "Drawing on their own research and that of a wide array of other scholars, Entman and Rojecki present a great deal of provocative data showing a general tendency to devalue blacks or force them into stock categories." Ben Yagoda, New

LeaderWinner of the Frank Luther Mott Award for best book in Mass Communication and the Robert E. Lane Award for best book in political psychology.

From Publishers WeeklyThe cultural, economic and social gap between white and black lives in America is regarded by many sociologists and scholars as enormous--largely because most white people learn about African-American life through the media, particularly television. Accordingly, professors Entman (communications, North Carolina University) and Rojecki (journalism, Indiana University) set out to analyze perceptions of race by surveying a wide range of American TV shows in which race is represented, including news broadcasts, dramas and commercials, as well as in Hollywood films. They discovered that overwhelmingly negative portrayals permeate American television. In addition to traditional characterizations, there are also "new forms of racial differentiation" that are more subtle but still biased (e.g., blacks appear in more commercials, but only for less-expensive products). Using nuanced measurements and arguments, the authors attempt to "get beyond any simple scheme that categorizes Whites as either racist or not" by working from a model that reflects "complicated and conflicted racial sentiments." Entman and Rojecki look at how television news focuses on black poverty and crime out of proportion to the material reality of black lives, how black "experts" are only interviewed for "black-themed" issues and how "black politics" are distorted in the news, and conclude that, while there are more images of African-Americans on television now than there were years ago, these images often don't reflect a commitment to "racial comity" or community-building between the races. Thoroughly researched and convincingly argued, this examination of how the mainstream media deals with race is a probing and useful addition to media studies. (June) Copyright 2000 Cahners Business Information, Inc.From the Inside FlapOne of The Progressive's Best Books of 2000. Winner of the American Political Science Association's Robert E. Lane Award for Best Book in Political Psychology and the Frank Luther Mott-KTA Journalism and Mass Communication Book Award."This book has the potential to be the most important book on race in the past three decades."-David SearsDrawing from close and creative analysis of television news reports, sitcoms, commercials, feature films, and from candid interviews with white Americans, *The Black Image in the White Mind* offers a comprehensive look at the intricate patterns of racial depiction in the mass media, revealing how those patterns shape and reflect the ambivalent attitudes of Whites toward Blacks.