

Merskin, Debra L.

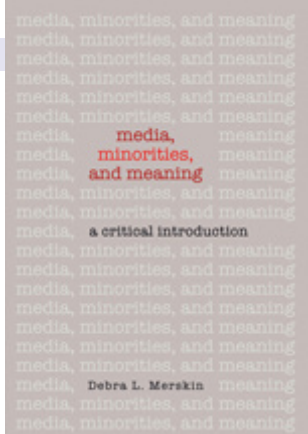
Media, Minorities, and Meaning

A Critical Introduction

New York, Bern, Berlin, Bruxelles, Frankfurt am Main, Oxford, Wien, 2011. XXII, 449 pp., num. ill. and tables

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Book synopsis

This book is an examination of how American mass media, including advertising, presents Otherness - anyone or anything constructed as different from an established norm - in terms of gender, race, sex, disabilities, and other markers of difference. Using a mythological lens, the book looks below the surface of media content to explore the psychological, social, and economic underpinnings of a system of beliefs that result in prejudice, discrimination, and oppression. Designed to raise awareness of the foundations of historically-based inequities in the American social, cultural, and economic milieu, the author shows how inequalities are maintained, at least in part, by mass media, popular culture, and advertising representations of Otherness. The book aims to increase awareness of stereotyping in the media, and expose how the construction of people as Others contributes to their marginalization. Written in an accessible and engaging style, with student-friendly discussion questions and resources, this book is suitable for upper-level undergraduate and postgraduate courses.

About the author(s)/editor(s)

Debra Merskin is Associate Professor of Communication Studies in the School of Journalism & Communication at the University of Oregon.

Reviews

«A welcome addition to a crucial area of media literacy activism! With her intriguing basis in myth and focus on Otherness, Debra Merskin presents an exciting, novel approach to her grounded critical analyses of media portrayals of minorities, and her engaging balance of scholarly style and conversational manner offers students and professors a genuine textbook that is accessible and relevant.» (Mary-Lou Galician, Head of Media Analysis & Criticism, Walter Cronkite School of Journalism & Mass Communication, Arizona State University)

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