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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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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 Leader*

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

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Samuel Hamby:

The book 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) can give more knowledge and also the precise product information about everything you want. So why must we leave a very important thing like a book 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)? Wide variety you have a different opinion about guide. But one aim in which book can give many data for us. It is absolutely right. Right now, try to closer along with your book. Knowledge or info that you take for that, you are able to give for each other; you could share all of these. Book 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) has simple shape however you know: it has great and large function for you. You can appear the enormous world by open and read a e-book. So it is very wonderful.

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Often the book 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) will bring that you the new experience of reading a new book. The author style to clarify the idea is very unique. Should you try to find new book you just read, this book very suited to you. The book 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) is much recommended to you you just read. You can also get the e-book in the official web site, so you can easier to read the book.

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