



The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion)

Robert M. Entman, Andrew Rojecki

Download now

[Click here](#) if your download doesn't start automatically

The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion)

Robert M. Entman, Andrew Rojecki

The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) Robert M. Entman, Andrew Rojecki

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.

 [Download The Black Image in the White Mind: Media and Race ...pdf](#)

 [Read Online The Black Image in the White Mind: Media and Rac ...pdf](#)

Download and Read Free Online The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) Robert M. Entman, Andrew Rojecki

From reader reviews:

Gerardo Whittaker:

Do you have favorite book? When you have, what is your favorite's book? Publication is very important thing for us to learn everything in the world. Each reserve has different aim as well as goal; it means that book has different type. Some people really feel enjoy to spend their time for you to read a book. They are really reading whatever they get because their hobby is actually reading a book. Consider the person who don't like reading a book? Sometime, person feel need book after they found difficult problem or maybe exercise. Well, probably you will require this The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion).

Kenneth Poor:

Information is provisions for individuals to get better life, information currently can get by anyone on everywhere. The information can be a understanding or any news even a huge concern. What people must be consider when those information which is inside the former life are difficult to be find than now is taking seriously which one is suitable to believe or which one the particular resource are convinced. If you find the unstable resource then you have it as your main information you will have huge disadvantage for you. All those possibilities will not happen throughout you if you take The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) as your daily resource information.

Helen Woodson:

Beside that The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) in your phone, it may give you a way to get more close to the new knowledge or information. The information and the knowledge you will got here is fresh from your oven so don't end up being worry if you feel like an previous people live in narrow town. It is good thing to have The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) because this book offers for your requirements readable information. Do you sometimes have book but you seldom get what it's about. Oh come on, that will not end up to happen if you have this with your hand. The Enjoyable arrangement here cannot be questionable, similar to treasuring beautiful island. Use you still want to miss the item? Find this book along with read it from right now!

Justin Pritchett:

This The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) is fresh way for you who has curiosity to look for some information because it relief your hunger of information. Getting deeper you onto it getting knowledge more you know or you who still having bit of digest in reading this The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) can be the light food in your case because the information

inside this specific book is easy to get by anyone. These books build itself in the form that is certainly reachable by anyone, yes I mean in the e-book web form. People who think that in publication form make them feel tired even dizzy this publication is the answer. So there is absolutely no in reading a reserve especially this one. You can find what you are looking for. It should be here for you actually. So , don't miss this! Just read this e-book type for your better life and knowledge.

**Download and Read Online The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) Robert M. Entman, Andrew Rojecki
#SN2XVEOMW53**

Read The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) by Robert M. Entman, Andrew Rojecki for online ebook

The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) by Robert M. Entman, Andrew Rojecki Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) by Robert M. Entman, Andrew Rojecki books to read online.

Online The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) by Robert M. Entman, Andrew Rojecki ebook PDF download

The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) by Robert M. Entman, Andrew Rojecki Doc

The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) by Robert M. Entman, Andrew Rojecki MobiPocket

The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) by Robert M. Entman, Andrew Rojecki EPub