



# **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:**

**Antoinette Hagen:**

Have you spare time for the day? What do you do when you have considerably more or little spare time? Yes, you can choose the suitable activity with regard to spend your time. Any person spent their very own spare time to take a go walking, shopping, or went to often the Mall. How about open or read a book entitled The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion)? Maybe it is to be best activity for you. You realize beside you can spend your time with the favorite's book, you can more intelligent than before. Do you agree with it has the opinion or you have various other opinion?

**Shirley Henderson:**

Here thing why this The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) are different and trustworthy to be yours. First of all reading a book is good nevertheless it depends in the content of it which is the content is as scrumptious as food or not. The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) giving you information deeper and different ways, you can find any e-book out there but there is no guide that similar with The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion). It gives you thrill studying journey, its open up your own personal eyes about the thing that happened in the world which is perhaps can be happened around you. You can easily bring everywhere like in park, café, or even in your technique home by train. When you are having difficulties in bringing the printed book maybe the form of The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion) in e-book can be your alternative.

**Regina Schubert:**

Information is provisions for individuals to get better life, information presently can get by anyone with everywhere. The information can be a understanding or any news even a concern. What people must be consider when those information which is from the former life are challenging to be find than now is taking seriously which one would work to believe or which one typically the resource are convinced. If you have the unstable resource then you have it as your main information it 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.

**David Fulton:**

In this time globalization it is important to someone to obtain information. The information will make anyone to understand the condition of the world. The health of the world makes the information much easier

to share. You can find a lot of personal references to get information example: internet, newspaper, book, and soon. You can observe that now, a lot of publisher in which print many kinds of book. Typically the book that recommended for you is *The Black Image in the White Mind: Media and Race in America (Studies in Communication, Media, and Public Opinion)* this book consist a lot of the information on the condition of this world now. This specific book was represented how do the world has grown up. The terminology styles that writer require to explain it is easy to understand. The particular writer made some research when he makes this book. That is why this book ideal all of you.

**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  
#278DXGIQFWR**

## **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**