



Understanding Ethnic Media: Producers, Consumers, and Societies

By Matthew D. Matsaganis, Vikki S. Katz, Sandra Ball-Rokeach

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This is the first book to provide a comprehensive review and analysis of how media produced *by* ethnic communities, and *for* ethnic communities, affect identity and perceived lines of division between "us" and "others," as well as how the production and consumption of ethnic media affect the character of the larger media and societal landscapes.

Integrating key ethnic media studies with original research, this book makes a unique contribution to the teaching literature by covering both consumers and producers of ethnic media, as well as the history of ethnic media, its role in ethnic communities, the effect of globalization, and the professional challenges faced by ethnic media journalists. A compelling discussion of the future of ethnic media concludes the book and points the way toward further research.

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Editorial Review

Review

"This comprehensive book offers a global overview. The rich data discussed and the activities proposed make a very good introductory text for ethnic media teaching. The organization of the material is excellent and the writing is particularly engaging and confident, and brings the subject to life." (Myria Georgiou 2010-06-01)

"This is an excellent contribution to a growing body of important literature." (Donald R. Browne 2010-06-01)

Understanding Ethnic Media: Producers, Consumers and Societies addresses important media outlets that are often absent from academia and professional discussions of mass media. In light of the momentous changes within today's societies, and with the many challenges faced by governments unsure of multiculturalism, the need for this text at this time could not be greater. ... This much-needed book offers a wonderful overview and identifies areas in need of further exploration. (Maria E. Len-Rios 2012-04-12)

This book is definitely a must-read for all teachers and students in the field of media and ethnic minorities or those professionals planning to play a role in ethnic media development. (Leen d'Haenens 2012-04-12)

The book offers a rich smorgasbord of discussion, covering immigrants' media, minorities' media, audience trends, ethnic media organizations, and policy development. ... The book abounds in small, substantive niceties that would make it appealing to a wide base of readers. ... Overall, it is a valuable textbook for the growing field of ethnic media studies. (Nikhil Moro 2012-04-12)

The study of ethnic media is complex terrain. Matsaganis, Katz, and Ball-Rokeach's new book thankfully provides clear, sharp analysis of the processes that shape media produced by ethnic communities and for ethnic communities. It is a useful starting point for students, policy makers, media practitioners, and academics, one that is grounded in a thorough practical knowledge of newsroom mechanics, the tensions created by market competition and tight budgets, and wider technological shifts in production and consumption. (Ben O'Mara)

About the Author

Matthew D. Matsaganis (Ph.D., University of Southern California) is an Assistant Professor of Communication at the University at Albany, State University of New York. His research addresses issues of ethnic media production and sustainability, neighborhood effects and the role of communication in building civic engagement and community capacity, as well as health disparities and the social determinants of health. His research has been published in the *American Behavioral Scientist*, *Human Communication Research*, the *Electronic Journal of Communication*, and the *Encyclopedia of International Media and Communications*; he has presented his work at a number of academic and professional conferences. Matthew is also a recovering print journalist. He has worked for a variety of publications in Athens, Greece and New York City. In November 2001, he received a certificate of recognition from the U.S. Congress for his work as a journalist and for promoting Greek-American friendship and cooperation.

Vikki S. Katz (Ph.D., University of Southern California) is an Assistant Professor of Communication in the School of Communication and Information at Rutgers, the State University of New Jersey. Her research

explores issues of ethnic media consumption, particularly the interplay between media content and access to community resources in ethnic minority and immigrant neighborhoods. She has conducted research on the relationship between family decision-making around media content and disparities in connecting to health care, schools, and social services; children's translating activities around media content; the viability of ethnic media with second and third generation audiences; and the role of family communication in civic engagement. Her research has been published in the Journal of Communication and the Journal of Children and Media. She has also presented her work at academic and professional conferences on topics including ethnic media viability, intergenerational media connection patterns, and immigrant family media use.

Sandra J. Ball-Rokeach, PhD, is a professor of Communication and Sociology in the Annenberg School for Communication and Journalism at the University of Southern California. She is the founder and principal investigator of The Metamorphosis Project—an in-depth inquiry into the transformation of urban community under the forces of globalization, new communication technologies, and population diversity. This multi-method project is guided by communication infrastructure theory. It has addressed issues of civic engagement, health disparities, intergroup relations, and community news site development.

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