Contents of Volume I

Media History and the Foundations of Media Studies

Full Contents ix
Contributors to Volume I xxviii
General Editor’s Acknowledgments xxviii
Media Studies: The Interdiscipline of the Present and the Future 1
Angharad N. Valdivia
Introduction: Mapping the Field of Media History 19
John Nerone

PART 1  APPROACHES

1  Left Behind: End Times for a Media History Paradigm 39
   Carolyn Marvin

2  The Two Marxes: Bridging the Political Economy/Technology and Culture Divide 59
   Vincent Mosco

3  The Conditions of Media’s Possibility: A Foucauldian Approach to Media History 88
   Jeremy Packer

4  Race/Ethnicity in Media History 122
   Catherine Squires

5  Approaches to Gender and Sexuality in Media History 150
   Gretchen Soderlund

6  The History of the Book 167
   Ronald J. Zboray and Mary Saracino Zboray
PART 2 MOMENTS

7 Writing
   John Durham Peters
   197

8 The Enlightenment and the Bourgeois Public Sphere
   (Through the Eyes of a London Merchant-Writer)
   Juraj Kittler
   217

9 Journalism History: North America
   Richard Kaplan
   235

10 Journalism History: Europe
    Jürgen Wilke
    262

11 Journalism History: Korea
    Sae-Eun Kim
    279

12 Journalism History: China
    Shihua Chen and Qian Wang
    296

13 Communications Networks in the United States: From
    Chappe to Marconi
    Richard R. John
    310

14 "Quickening Urgency": The Telegraph and Wire Services
    in 1846–1893
    Terhi Rantanen
    333

15 Photography
    Craig Robertson
    350

16 Moving Images: Portable Histories of Film Exhibition
    Haidee Wasson
    367

17 Sound Histories: Communication, Technology, Media,
    and Fidelity
    Eric W. Rothenbuhler
    385

18 Television
    Laurie Ouellette
    404

19 The Culture Industries
    Frederick Wasser
    424

20 Advertising and Consumer Culture: A Historical Review
    Inger L. Støle
    442

21 The Rise of the Professional Communicator
    Kevin G. Barnhurst
    463
CONTENTS OF VOLUME I

22 The New World Information and Communication Order: An Idea That Refuses to Die
   Kaarle Nordenstreng

23 Text, Translation, and the End of the Unified Press
   David Alan Grier

24 Media and Mobility
   Mark Andrejevic

PART 3 FOUNDATIONS

25 Communication and Democracy: The Roots of Media Studies
   Hanno Hardt

26 The Chicago School of Sociology and Mass Communication Research: Rise, Rejection, Incorporation, and Rediscovery
   Karin Wahl-Jorgensen

27 Propaganda Studies: The US Interwar Years
   Sue Collins

28 Frankfurt School, Media, and the Culture Industry
   Douglas Kellner

29 The Rise and Fall of the Limited Effects Model
   Peter Simonson

30 The Political Economy of Communication: An Idiosyncratic Presentation of an Emerging Subfield
   Robert W. McChesney

31 Unmasking Class and Tradition: Questioning Recuperative History and Affiliation in Cultural Studies
   Cameron McCarthy and Jennifer Logue

Index

477
500
521
537
539
554
578
610
632
657
684
712
Full Contents

VOLUME I   MEDIA HISTORY AND THE FOUNDATIONS OF MEDIA STUDIES

Contributors to Volume I  xxxi
General Editor's Acknowledgments xxviii
Media Studies: The Interdiscipline of the Present and the Future, Angharad N. Valdivia 1
Introduction: Mapping the Field of Media History, John Nerone 19

PART 1  APPROACHES  37

1 Left Behind: End Times for a Media History Paradigm, Carolyn Marvin 39
2 The Two Marxes: Bridging the Political Economy/Technology and Culture Divide, Vincent Mosco 59
3 The Conditions of Media's Possibility: A Foucauldian Approach to Media History, Jeremy Packer 88
4 Race/Ethnicity in Media History, Catherine Squires 122
5 Approaches to Gender and Sexuality in Media History, Gretchen Soderlund 150
6 The History of the Book, Ronald J. Zboray and Mary Saracino Zboray 167

PART 2  MOMENTS  195

7 Writing, John Durham Peters 197
8 The Enlightenment and the Bourgeois Public Sphere (Through the Eyes of a London Merchant-Writer), Juraj Kittler 217
9 Journalism History: North America, Richard Kaplan 235
10 Journalism History: Europe, Jürgen Wilke 262
# Full Contents

## Part 1 Production Regimes and Infrastructures

1. The Governance of Communication and Culture: Regularizing the Regimes of Production and Consumption, Katharine Sarikakis
2. Media Production and Information Policy: Growth Through Replication, Patrick Burkart and Lucas Logan
4. Television-Set Production in the Era of Digital TV, Marti Casañeda
5. Citizenship and Media Ownership, John McMurria

## Part 2 The Cultural Industries and the Organization of Production

7. Whither the Professional Book Publisher in an Era of Distribution on Demand, Laura J. Miller
8. "This Is What I Need, This Is What Will Travel": Television Programs in the Era of Transition, Shawn Shimpach
9. How Should We Think About Audience Power in the Digital Age?, Joseph Turow

## Part 3 Product and Content Flows

10. A Critical Analysis of Cultural Imperialism: From the Asian Frontlines, Dal Yong Jin
11. Hollywood's Presence in Latin America: Production Participation to Distribution Dominance, Tamara L. Falicov
13. The Comings and Goings of Key Scenarios: TV Fiction, Culture, and Transnational Flows in Postcolonial Kinshasa, Katrien Pype

## Part 4 Production Work and Practices

15. The Production of Mediated Performance, Espen Ytreberg
16. Imagination and Censorship, Fiction and Reality: Producing a Telenovela in a Time of Political Crisis, Carolina Acosta-Alzura
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>Distributed Creativity in Film and Television: Three Case Studies of</td>
<td>396</td>
</tr>
<tr>
<td></td>
<td>Networked Production Labor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduction, John T. Caldwell</td>
<td>397</td>
</tr>
<tr>
<td></td>
<td>Aggregating Content/Disaggregating Labor in Tentpole TV, M. J. Clarke</td>
<td>399</td>
</tr>
<tr>
<td></td>
<td>Distributed Assistanthood: Dues-Paying Apprentices and “Desk Slaves,”</td>
<td>464</td>
</tr>
<tr>
<td></td>
<td>Erin Hill</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sourcing Film Market Intelligence: Box Office Data, Tracking, and the</td>
<td>410</td>
</tr>
<tr>
<td></td>
<td>Hollywood Stock Exchange, Eric Vanstrom</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>YouTube Stylo: Writing and Teaching with Digital Video, Alexandra</td>
<td>420</td>
</tr>
<tr>
<td></td>
<td>Juhasz</td>
<td></td>
</tr>
<tr>
<td>PART 5</td>
<td>PRODUCTION CULTURES</td>
<td>443</td>
</tr>
<tr>
<td>19</td>
<td>Queer Broadcasts: Backstage Television, Insider Material, and Media</td>
<td>445</td>
</tr>
<tr>
<td></td>
<td>Producers, Quinn Miller</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Hollywood Elsewhere: The Runaway Locations Industry and Transnational</td>
<td>466</td>
</tr>
<tr>
<td></td>
<td>Production Cultures, Serra Tinic</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Transformations and Tactics: The Production Culture of the Hong Kong</td>
<td>488</td>
</tr>
<tr>
<td></td>
<td>Film Industry, Sylvia J. Martin</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Youth as Cultural Producers / Cultural Productions of Youth, Lora</td>
<td>509</td>
</tr>
<tr>
<td></td>
<td>Tuub-Pervizpour</td>
<td></td>
</tr>
<tr>
<td>PART 6</td>
<td>THE ETHICS OF PRODUCTION</td>
<td>533</td>
</tr>
<tr>
<td>23</td>
<td>“What's TV Good For?” Views of Producers of Television for Children</td>
<td>535</td>
</tr>
<tr>
<td></td>
<td>around the World, Dafna Lemish</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Is Media Work Good Work? A Case Study of Television Documentary, David</td>
<td>557</td>
</tr>
<tr>
<td></td>
<td>Hesmondhalgh and Anna Zoellner</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Community Media Production: Access, Institutions, and Ethics, Ellie</td>
<td>582</td>
</tr>
<tr>
<td></td>
<td>Ronnie</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Neglected Elements: Production, Labor, and the Environment, Richard</td>
<td>601</td>
</tr>
<tr>
<td></td>
<td>Maxwell and Toby Miller</td>
<td></td>
</tr>
<tr>
<td>Index</td>
<td></td>
<td>626</td>
</tr>
</tbody>
</table>

**VOLUME III  CONTENT AND REPRESENTATION**

Contributors to Volume III
General Editor's Acknowledgments
Media Studies: The Interdiscipline of the Present and the Future, Angharad N. Valdivia
Technology, Convergence, and Power: Current Trends in Text-Based Approaches to Media Studies, Sharon R. Mazzarella
# FULL CONTENTS

## PART 1  PERSUASION AND INFORMATION

1. Understanding Hypercommercialized Media Texts, *Matthew P. McAllister and Alexandra Nutter Smith*  
2. And Now a Click from Our Sponsors: Changes in Children's Advertising in the United States, *Nancy A. Jennings*  
5. From Second-Wave to Poststructuralist Feminism: Evolving Frameworks for Viewing Representations of Women’s Sports, *Marie Hardin and Erin Whiteside*  
6. "Honey-Drenched, Rags to Riches, Good versus Evil Stories": The Telejornal as a Cultural Referent in the US Press, *Guillermo Avila-Saavdara*  
7. Changes in the News Representation of Minorities Over the Course of 40 Years of Research, *Eli Avraham*  
8. Is There Local Content on Television for Children Today?, *Katalin Lustyik and Ruth Zanker*

## PART 2  ENTERTAINMENT

11. Mediated Portrayals of Masculinities, *Heather L. Hundley*  
12. Shifting Contours of Indian Womanhood in Popular Hindi Cinema, *Sujata Moorti*  
13. Portrayals of Female Scientists in the Mass Media, *Jacelyn Steinke*  
14. "She's the Real Thing": Filming the Nostalgic Past through Vietnamese Women, *Diem-My T. Bui*  
15. Chinese Cinema at the Millennium: Defining "China" and the Politics of Representation, *Gina Marchetti*  

## PART 3  INTERACTION AND PERFORMANCE

17. Blogging Culture: Content and Representation in Blogs, *Zizi Papacharissi and Sharon Meraz*  
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>Videogame Content: Game, Text, or Something Else?</td>
<td>Mia Consalvo</td>
<td>406</td>
</tr>
<tr>
<td>20</td>
<td>Rethinking Violent Videogame Content: Conceptual Advances and Directions for Future Research</td>
<td>Kenneth A. Lachlan</td>
<td>426</td>
</tr>
<tr>
<td>21</td>
<td>Transmedial Aesthetics: Where Form and Content Meet – Film and Videogames</td>
<td>Tanya Krzywinska</td>
<td>443</td>
</tr>
<tr>
<td>22</td>
<td>Recent Trends in Research on Health Portrayals in the Media:</td>
<td>James D. Robinson, Teresa L. Thompson, Jeanine Wartis Turner, Robert R. Agne, and Yan Tian</td>
<td>463</td>
</tr>
<tr>
<td>23</td>
<td>Canadian (Re)Presentation: Media, First Peoples, and Liveness in the Museum</td>
<td>Miranda J. Brady</td>
<td>484</td>
</tr>
<tr>
<td>24</td>
<td>Calypso and the Performance of Representational Politics</td>
<td>Susan Havegood</td>
<td>505</td>
</tr>
</tbody>
</table>

**INDEX**

**VOLUME IV AUDIENCE AND INTERPRETATION**

Contributors to Volume IV  xxvi
Volume Editor’s Acknowledgments  xxviii
General Editor’s Acknowledgments  xxix
Media Studies: The Interdiscipline of the Present and the Future, Angharad N. Valdivia  1
Studying the Elusive Audience: Consumers, Readers, Users, and Viewers in a Changing World, Radhika Parameswaran  13

**PART 1 EXPANDING THE HORIZONS OF AUDIENCE STUDIES**

1. The Audience in the Graduate Curriculum: Training Future Scholars, Meenakshi Gigi Durham  39
2. Fostering Surprise and Productive Discomfort in Audience Studies through Multi-Sited Ethnography, Kim Trager-Bohley  57
3. Studying Audiences with Sense-Making Methodology, Carrie Lynn D. Reinhard and Brenda Dervin  81
4. The Abbreviated Field Experience in Audience Ethnography, Patrick D. Murphy  105

**PART 2 PRACTICING REFLEXIVITY IN AND OUT OF THE FIELD**

5. Studying Addiction: My Journey through the Landscape of Telenovela Consumption, Carolina Acosta-Alzuru  125
6. The Reflective Self: The Expressive Subject in Makeover Television and Audience Research, Katherine Sender  148
<table>
<thead>
<tr>
<th>Part</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td><strong>Finding and Engaging Global Audiences</strong></td>
<td>233</td>
</tr>
<tr>
<td>10</td>
<td>Mythic Viewing: Reality in Indian Audiencehood, Vamsee Jyothi</td>
<td>235</td>
</tr>
<tr>
<td>11</td>
<td>'Unity in Diversity?': South African Women's Reception of National and Global Images of Belonging, Shelly-Jean Bradfield</td>
<td>254</td>
</tr>
<tr>
<td>12</td>
<td>A Framework for Audience Study of Transnational Television, Chua Beng Huat</td>
<td>276</td>
</tr>
<tr>
<td>13</td>
<td>Language and Indian Film Audiences: From Political Economy to Ethnography, Sunitha Chitrapa</td>
<td>300</td>
</tr>
<tr>
<td>14</td>
<td>Watching Telenovelas in Brazil: Mediating the Everyday, Antonio C. La Pastina</td>
<td>320</td>
</tr>
<tr>
<td>15</td>
<td>China's Media Transformation and Audience Research, Hongmei Li</td>
<td>341</td>
</tr>
<tr>
<td>16</td>
<td>Using Ethnography to Understand Everyday Media Practices in Australian Family Life, Donell Holloway and Lelia Green</td>
<td>365</td>
</tr>
<tr>
<td>4</td>
<td><strong>Comprehending Online Audiences</strong></td>
<td>387</td>
</tr>
<tr>
<td>17</td>
<td>Beyond the Active Audience: Exploring New Media Audiences and the Limits of Cultural Production, Shayla Thiel-Stern</td>
<td>389</td>
</tr>
<tr>
<td>18</td>
<td>Counting, and Accounting for, Online Audiences, Fernando Bermejo</td>
<td>406</td>
</tr>
<tr>
<td>19</td>
<td>Always at Crossroads: Studying Online/Offline Intersections as a Postcolonial Feminist Researcher, Radhika Gajjala</td>
<td>425</td>
</tr>
<tr>
<td>20</td>
<td>Studying Online News Audiences: Trends, Issues, and Challenges, Deborah S. Chung</td>
<td>442</td>
</tr>
<tr>
<td>5</td>
<td><strong>Empowering Audiences as Citizens</strong></td>
<td>463</td>
</tr>
<tr>
<td>22</td>
<td>Participation Beyond Production: Possibilities for Reception, and Ritual in the Study of Activist Audiences, Jennifer Rauch</td>
<td>489</td>
</tr>
<tr>
<td>23</td>
<td>Audiences as Citizens: Insights from Three Decades of Reception Research, Kim Christian Schmider</td>
<td>510</td>
</tr>
<tr>
<td>24</td>
<td>Citizenship, Communication, and Modes of Audience Engagement: Exploring Alternative Voices in the Public Sphere, Christine L. Garlough and Dhevan V. Shah</td>
<td>535</td>
</tr>
<tr>
<td>6</td>
<td>Index</td>
<td>554</td>
</tr>
</tbody>
</table>
VOLUME V MEDIA EFFECTS/MEDIA PSYCHOLOGY

Contributors to Volume V
Volume Editor's Acknowledgments
General Editor's Acknowledgments
Media Studies: The Interdiscipline of the Present and the Future, Angharad N. Valdivia
Changes and Continuities in the Media Effects Paradigm, Erica Scharrer

PART 1 THEORIES AND PROCESSES/PROCESSING

I Theories of/about Effects

1 Mapping the Psychology of Agenda Setting, Maxwell McCombs and Jae Kook Lee
2 Cultivation Theory: Television Fiction as a Vector of Socialization, Jan Van den Bulcke
3 Framing and Priming Effects: Exploring Challenges Connected to Cross-Level Approaches in Media Effects Research, Bertram T. Schefele and Dietram A. Schefele
4 Examining Media Effects: The General Aggression and General Learning Models, Christopher P. Barlett and Craig A. Anderson
5 Perceptions of Media and Media Effects: The Third-Person Effect, Trust in Media, and Hostile Media Perceptions, Yariv Tsfati and Jonathan Cohen

II Internal Mechanisms: Enjoyment, Appeal, and Physiological Response

6 Uses and Gratifications: A Social and Psychological Perspective of Media Use and Effects, Paul Haridakis
7 Media Entertainment as a Result of Recreation and Psychological Growth, Yile Hanmann
8 Selective Exposure to Violent Media: A Synthesis of the Research and Theoretical Overview, Marina Krcmar
9 Media Message Processing and the Embodied Mind: Measuring Bodily Responses to Open the Black Box, Annie Lang
10 Thoughtless Vigilantes: Media Violence and Brain Activation Patterns in Young Viewers, John P. Murray
PART 2 EVIDENCE OF EFFECTS 247

III On Views of Self, Others, and Events 248

11 Gender-Role Socialization in the Twenty-First Century, Nancy Signorielli 249

12 Race and News Revisited: The Content and Effects of Problematically Framing the News, Travis L. Dixon and Christopher S. Josey 272

13 The Influence of Media Exposure on the Formation, Activation, and Application of Racial/Ethnic Stereotypes, Dana Mastro and Riva Tuckachinsky 295

14 The Relationship between the Media, the Military, and the Public: Examining the Stories Told and Public Opinion, Michel M. Haigh 316

IV On Personal Health and Social Well-Being 333

15 Understanding the Role of Cognition and Media in Body Image Disturbance and Weight Bias in Children, Adolescents, and Adults, Kim BisSELL 334

16 Tracing the Course of Reality TV Effects Research, Robin L. Nabi, Jiyeon So, and Theresa de los Santos 355

17 Media-Related Fear: Short-Term and Enduring Consequences, Cynthia A. Hoffner and Elizabeth L. Cohen 374

18 Callous/Malice: An Examination of Desensitizing and Aggression-Causing Media Effects, Ron Leone and Angela Paradise 402

19 Sex on Television: A Review of Socialization Effects and the Role of Context and Individual Differences, Kirstie M. Farrar 424

V In the Political Arena 444

20 Political TV Advertising and Debates, William L. Benoit and Jayme R. Henson 445

21 News and Political Entertainment Effects on Democratic Citizenship, Patricia Moy, Michael A. Xenos, and Mazammil M. Hussain 463

22 Exploring Relations between Political Entertainment Media and Traditional Political Communication Information Outlets: A Research Agenda, R. Lance Holbert and Dannagal Goldthwaite Young 484

23 Digital Democracy: How the Internet has Changed Politics, Leticia Bode, Stephanie Eagerly, Ben Surye, Emily K. Vraga, and Dhavan V. Shah 505
FULL CONTENTS

VI On/Of Persuasion 525

24 Advances in Public Communication Campaigns, Charles K. Atkin and Ronald E. Rice 526
25 Effects of Social Marketing: Potential and Limitations, Michael D. Basil 552
26 Using Message Framing in Health-Related Persuasion: Theory and Evidence, Xiaoli Nan 567
27 The Intended and Unintended Effects of Advertising on Children, Moniek Buijzen and Patti M. Valkenburg 586

PART 3 THE YOUNG AUDIENCE 609

VII Media Use and Effects on Learning and Development 610

28 Media Use, Scholastic Achievement, and Attention Span, George Comstock 611
29 The Educational Impact of Television: Understanding Television’s Potential and Limitations, Daniel R. Anderson, Heather J. Lavigne, and Katherine G. Hanson 635
30 Prosocial TV Content: Children’s Interpretations and Responses, Marie-Louise Mares 657
31 The Effects of Internet Communication on Adolescents’ Psychosocial Development: An Assessment of Risks and Opportunities, Jochen Peter and Patti M. Valkenburg 678

VIII Mediating and Mitigating Effects 698

33 The Role of Parental Mediation in the Development of Media Literacy and the Prevention of Substance Use, Yi-Chun (Yvonne) Chen and Erica Weintraub Austin 723
34 The Impact of Media Policy on Children’s Media Exposure, Amy B. Jordan 742

Index 764

VOLUME VI MEDIA STUDIES FUTURES

Contributors to Volume VI  
General Editor’s Acknowledgments xxii  
Media Studies: The Interdiscipline of the Present and the Future, Angharad N. Valdivia 1  
Introduction: Media Studies Futures, Past and Present, Kelly Gates 13
# Full Contents

## PART 1  THE FUTURE OF MEDIA STUDIES: THEORY, METHODS, PEDAGOGY

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Media Studies: Diagnostics of a Failed Merger</td>
<td>Gert Lovink</td>
<td>43</td>
</tr>
<tr>
<td>2</td>
<td>In Praise of Concept Production: Formats, Schools, and Nonrepresentational Media Studies</td>
<td>Gert Lovink and Neil Rossiter</td>
<td>61</td>
</tr>
<tr>
<td>3</td>
<td>Betting on YouTube Futures (for New Media Writing and Publishing)</td>
<td>Alexandra Juhasz</td>
<td>76</td>
</tr>
<tr>
<td>4</td>
<td>Media Visualization: Visual Techniques for Exploring Large Media Collections</td>
<td>Lev Manovich</td>
<td>95</td>
</tr>
<tr>
<td>5</td>
<td>The Future of Game Studies</td>
<td>Mia Consalvo</td>
<td>117</td>
</tr>
<tr>
<td>6</td>
<td>The Study of the Internet in Latin America: Achievements, Challenges, Futures</td>
<td>Raúl Trejo Delarbre</td>
<td>140</td>
</tr>
</tbody>
</table>

## PART 2  SOCIAL AND MOBILE MEDIA FUTURES

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>The Prehistoric Turn? Networked New Media, Mobility, and the Body</td>
<td>Mark Coté</td>
<td>171</td>
</tr>
<tr>
<td>8</td>
<td>The Waning Distinction between Private and Public: Net Locality and the Restructuring of Space</td>
<td>Adriana de Souza e Silva and Eric Gordon</td>
<td>195</td>
</tr>
<tr>
<td>9</td>
<td>How to Have Social Media in an Invisible Pandemic: Hepatitis C in the Time of H1N1</td>
<td>Lisa Cartwright</td>
<td>215</td>
</tr>
<tr>
<td>10</td>
<td>Mobile Handsets from the Bottom Up: Appropriation and Innovation in the Global South</td>
<td>Cara Wallis, Jack Linchuan Qiu, and Esch Ling</td>
<td>241</td>
</tr>
</tbody>
</table>

## PART 3  MEDIA INDUSTRY AND INFRASTRUCTURE FUTURES

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>The End of James Cameron's Quiet Years</td>
<td>Charles R. Acland</td>
<td>260</td>
</tr>
<tr>
<td>12</td>
<td>Infrastructural Changeover: The US Digital TV Transition and Media Futures</td>
<td>Lisa Parks</td>
<td>296</td>
</tr>
<tr>
<td>13</td>
<td>The 800-Pound Gorillas in the Room: The Mobile Phone and the Future of Television</td>
<td>Max Dawson</td>
<td>318</td>
</tr>
</tbody>
</table>

## PART 4  JOURNALISM AND MEDIA POLICY FUTURES

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>The Decline of Modern Journalism in the Neo-Partisan Era</td>
<td>Richard Campbell</td>
<td>357</td>
</tr>
<tr>
<td>16</td>
<td>Reconstructing Accountability: Essential Journalistic Reorientations</td>
<td>Martin Eide</td>
<td>390</td>
</tr>
<tr>
<td>17</td>
<td>Mending the Gaps: Connecting Media Policy and Media Studies</td>
<td>Victor Pickard</td>
<td>404</td>
</tr>
</tbody>
</table>
PART 5 INTERACTIVITY, AFFECT, AND THE FUTURE OF MEDIA SUBJECTIVITIES 423

18 From Audiences to Media Subjectivities: Mutants in the Interregnum, Jack Z. Bratich 425
19 Future Directions for Political Communication Scholarship: Considering Emotion in Mediated Public Participation, Karin Wahl-Jorgensen 455
20 The Future of New Media: Embodying Kurzweil's Singularity in Dollhouse, Battlestar Galactica, and Gamer, David Columbia 479
21 "It's a Nigger in Here! Kill the Nigger!": User-Generated Media Campaigns Against Racism, Sexism, and Homophobia in Digital Games, Lisa Nakamura 503
22 From "The Ultimate Display" to "The Ultimate Skinner Box": Virtual Reality and the Future of Psychotherapy, Marisa Brandt 518

PART 6 WHOSE FUTURE? CHILDREN, YOUTH CULTURES, AND DIGITAL MEDIA 541

23 Mapping ICT Adoption among Latin American Youth, Rosalia Winocur and Carolina Aguerre 543
24 South Asian Digital Diasporas: Remixing Diasporic Youth Cultures, Radhika Gajjala and Yeon Ju Oh 569
25 Fear and Hope: The Politics of Childhood and Mobile Media, Damien Spry 585

PART 7 WHAT FUTURE? OR, THE UNSUSTAINABLE PRESENT 613

26 Artificial Life on a Dead Planet, Charles Thorpe 615
27 The Dead-End of Consumerism: The Role of the Media and Cultural Industries, Justin Lewis 648
28 Media Armageddons and the Death of Liberal Biopolitics, Majia Holmer Nadesan 670
29 Greening Cultural Labor: The Future of Media Accounting, Richard Maxwell and Toby Miller 697

Index 715