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# Racism, Sexism, and the Media: Multicultural Issues Into the New Communications Age

By Clint C. Wilson, Felix Gutierrez, Lena M. Chao



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The **Fourth Edition** of **Racism, Sexism, and the Media** examines how different race, ethnic, and gender groups fit into the fabric of America; how the media influence and shape everyone's perception of how they fit; and how the media and advertisers are continuously adapting their communications to effectively reach these groups. The authors explore how the rise of class/group-focused communication, resulting from the convergence of new media technologies and continued demographic segmentation of audiences, has led media outlets and advertisers to see women and people of color as influential key audiences and target markets, as well as a source of stereotypes, which may lead to media insensitivity and may help perpetuate social inequity. The **Fourth Edition** includes updated content on topics covered in the previous editions, and new material on: women of color, including an integrated assessment of their media experiences; new material on Muslim, Arab, and Asian groups; new technologies; and social media use and their impact



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