

How to Do Media and Cultural Studies (Second Edition)

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Online Reading

CHAPTER 4

Philip Napoli's article presents a Marxist analysis of the role of the audience in the new media economy:

- Napoli, Philip M., 2010. **Revisiting 'mass communication' and the 'work' of the audience in the new media environment.** *Media, Culture and Society*. 32 (3): 505–516;
<http://mcs.sagepub.com/cgi/reprint/32/3/505?ijkey=VZTr10czi8xEA&keytype=ref&siteid=spmcs>

Brenton J. Malin's case study of the production of the hard-boiled detective series, *The Shield*, provides an interesting exploration of ideas of masculinity within the post-broadcast era television industry:

- Malin, Brenton J., 2010. **Viral manhood: niche marketing, hard-boiled detectives and the economics of masculinity.** *Media, Culture and Society*. 32 (3): 373–389;
<http://mcs.sagepub.com/cgi/reprint/32/3/373?ijkey=4Wjhloz3aQJG&keytype=ref&siteid=spmcs>

The Sami people are a minority culture in Northern Scandinavia and Russia. In this article Sari Pietikäinen uses interviews and ethnographic study to research Sami journalistic culture:

- Pietikäinen, Sari, 2008. **Broadcasting indigenous voices: Sami minority media production.** *European Journal of Communication*. 23 (2): 173–191;
<http://ejc.sagepub.com/cgi/reprint/23/2/173?ijkey=Folbl/IINLMxM&keytype=ref&siteid=spejc>

CHAPTER 5

Richard K. Popp and Andrew L. Mendelson's study of the letter 'X' on the cover of *Time* magazine; and Marcia A. Morgado's semiotic analysis of hip-hop fashion:

- Popp, Richard K. and Andrew L. Mendelson, 2010. **'X'-ing out enemies: Time magazine, visual discourse, and the war in Iraq.** *Journalism*. 11 (2): 203–221; <http://jou.sagepub.com/cgi/reprint/11/2/203?ijkey=kH6XRfZVEXGPs&keytype=ref&siteid=spjou>
- Morgado, Marcia A., 2007. **The semiotics of extraordinary dress: A structural analysis and interpretation of hip-hop style.** *Clothing and Textiles Research Journal*. 25 (2): 131–155; <http://ctr.sagepub.com/cgi/reprint/25/2/131?ijkey=YLGAciAM6N1IE&keytype=ref&siteid=spctr>

CHAPTER 6

- Tripp, Lisa M., 2011. **'The computer is not for you to be looking around, it is for schoolwork': Challenges for digital inclusion as Latino immigrant families negotiate children's access to the internet.** *New Media and Society*. 13 (4): 552–567; <http://nms.sagepub.com/cgi/reprint/13/4/552?ijkey=rDgAL7ymxnyi2&keytype=ref&siteid=spnms>

Victor Costello and Barbara Moore published an interesting study of television audiences using on-line survey methods published in *Television and New Media*:

- Costello, Victor and Barbara Moore, 2007. **Cultural outlaws: An examination of audience activity and online television fandom.** *Television New Media*. 8 (2): 124–143; <http://tvn.sagepub.com/cgi/reprint/8/2/124?ijkey=0cqglIB0uZNq.&keytype=ref&siteid=sptvn>