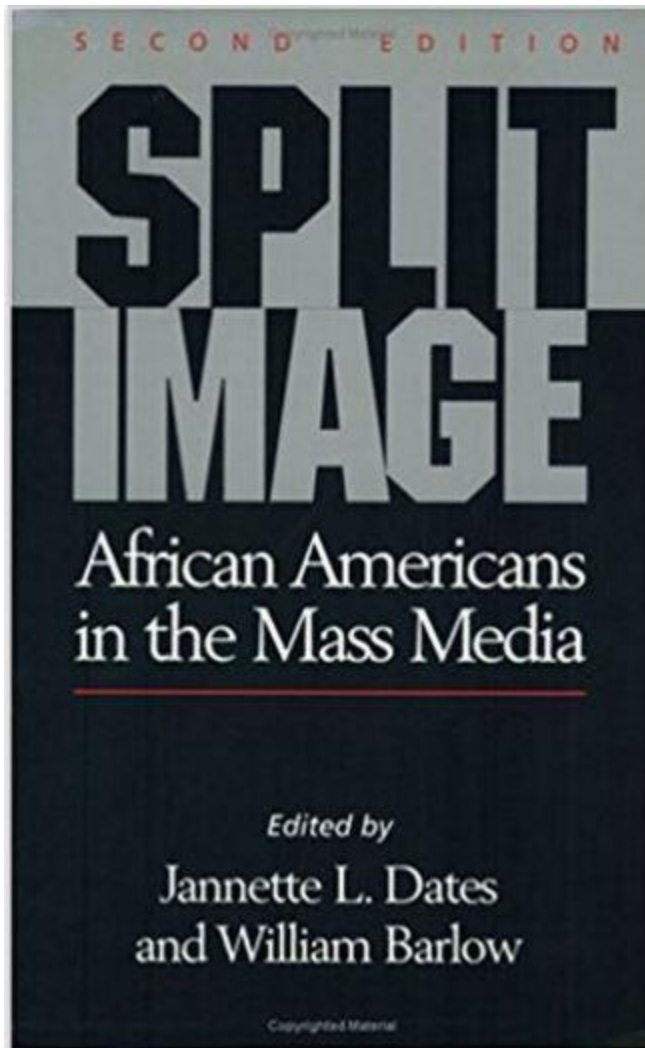


A unique collection of essays, written mainly by the editors, dealing with the participation and portrayal of blacks in mass



news and entertainment media. Dates and Barlow examine the "split image" of African Americans, i.e., their negative depictions and limited involvement in the mass media versus their response in creating alternatives inside and outside white-established media. The essays demonstrate how white owners and producers co-opted and incorporated African American cultural elements for their own profit. Barlow's essay on the radio industry, for example, is an outstanding example of social history from an African American perspective. In their

conclusion, the editors note that the increasing concentration of media ownership is one that will further disenfranchise African Americans. They see, also, the "new revisionist black representations" in the entertainment media, e.g., Bill Cosby's character of Cliff Huxtable, as a modern version of an old stereotype that contrasts with the new media representations of African American pathology. They view this disparate imagery as further evidence of the inadequate depiction of African Americans. The book is a rich mine of information for scholars of the mass media and of intergroup relations.