## CONTENTS

	List of Contributors	VIII
	Series Editor's Foreword	XV
	Acknowledgments	xvii
1	Race and Gender in Electronic Media: Perennial Challenges and Opportunities REBECCA ANN LIND	1
PAI	RTI	
Co	Content	
2	Race and Sex in Prime Time: Five Decades of Research	21
3	Frames of the Olympic Host: Media Coverage of Russia's Anti-Gay Legislation ANDREW C. BILLINGS, LEIGH M. MOSCOWITZ, AND YIYI YANG	38
4	Uniquely Glee: Transing Racialized Gender GUST A. YEP, SAGE E. RUSSO, JACE K. ALLEN, AND NICHOLAS T. CHIVERS	55
5	The Challenge of Warrior Women: Gender, Race, and Militarism in Media  MARY DOUGLAS VAVRUS	72
6	Nurturing New Men and Polishing Imperfect Fathers Via Hetero- and Homosocial Relationships in Pixar Films BRUCE W. FINKLEA	89

## CONTENTS

7	The Blind Gaze of the Zombie Normalizes the Landscape: Killing Off Inequalities When Walking Among the Undead KIM BAKER	105
	RT II ntext: Audiences, Effects, Reception	123
8	Manipulating Race and Gender in Media Effects Research: A Methodological Review Using the Media FIT Taxonomy CHARISSE L'PREE CORSBIE-MASSAY	125
9	Portrayals of Latinos in the Media and the Effects of Exposure on Latino and Non-Latino Audiences  DANA MASTRO AND ALEXANDER SINK	144
10	Understanding How the Internet and Social Media Accelerate Racial Stereotyping and Social Division: The Socially Mediated Stereotyping Model TRAVIS L. DIXON	161
11	Our Country, Our Language, Our Server: Xenophobic and racist discourse in League of Legends ROBERT ALAN BROOKEY AND CHARLES ECENBARGER	179
12	#IfTheyGunnedMcDown: Postmodern Media Criticism in a Post-Racial World CHRISTOPHER P. CAMPBELL.	195
13	The Democratic Potential of Feminist Twitter LINDA STEINER AND STINE ECKERT	<b>21</b> 3
14	Producing Sexual Cultures and Pseudonymous Publics with Digital Networks BEN LIGHT	231
15	Islamic Fashion Images on Instagram and the Visuality of Muslim Women KRISTIN M. PETERSON	247

## CONTENTS

PART III Culture: Media Industries, Policy, Production		265
16	Women's Access to Media: Legal Dimensions of Ownership and Employment in the United States CAROLYN M. BYERLY AND ALISA VALENTIN	267
17	Second Class Netizens: Race and the Emerging Mobile Internet Underclass PHILIP M. NAPOLI AND JONATHAN A. OBAR	293
18	"Damseling for Dollars": Toxic Technocultures and Geek Masculinity  ADRIENNE L. MASSANARI	312
19	This Week in Blackness and the Construction of Blackness in Independent Digital Media SARAH FLORINI	328
20	Problems and Prospects of Spanish Language Television Broadcasting in the United States ALAN B. ALBARRAN AND NICOLE WARNCKE	346
21	Ethical Sensitivity Assessment in Educational Settings: Examining Awareness of Ethical Issues Related to Media and Diversity REBECCA ANN LIND AND TAMMY SWENSON-LEPPER	361
	Index	379