



# Media Matters: Race & Gender in U.S. Politics

*John Fiske, Black Hawk Hancock*

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Now, more than 20 years since its initial release, John Fiske's classic text *Media Matters* remains both timely and insightful as an empirically rich examination of how the fierce battle over cultural meaning is negotiated in American popular culture.

*Media Matters* takes us to the heart of social inequality and the call for social justice by interrogating some of the most important issues of its time. Fiske offers a practical guide to learning how to interpret the ways that media events shape the social landscape, to contest official and taken-for-granted accounts of how events are presented/conveyed through media, and to affect social change by putting intellectual labor to public use.

A new introductory essay by former Fiske student Black Hawk Hancock entitled 'Learning How to Fiske: Theorizing Cultural Literacy, Counter-History, and the Politics of Media Events in the 21st Century' explains the theoretical and methodological tools with which Fiske approaches cultural analysis, highlighting the lessons today's students can continue to draw upon in order to understand society today.

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