## Contents

1  (Re)thinking Cultural Diversity and the Media  
   1.1  The Crises of Multiculturalism  
   1.2  The Mediation of Cultural Diversity  
   1.3  The Structure of the Book  
2  Theorizing the Nation  
   2.1  Theories of the Nation  
   2.2  A Word on Globalization  
   2.3  Conclusions  
3  Varieties of Multiculturalism  
   3.1  A Typology of European Multiculturalism  
   3.2  Multiculturalism in Immigration Countries: US and Canada  
   3.3  Constitutively Different: India and Nigeria  
   3.4  Conclusions  
4  Theories of Multiculturalism  
   4.1  Multicultural Dilemmas  
   4.2  Essentialism or Fluidity?  
   4.3  Universalism or Particularism?  
   4.4  Recognition or Redistribution?  
   4.5  Conclusions  
5  Media Theories and Cultural Diversity  
   5.1  Socio-Psychological Approaches to Media  
   5.2  Medium Theory  
   5.3  Political-Economic Theories of the Media  
   5.4  Socio-Cultural Approaches to the Media  
   5.5  Mediation: The Difference Media Make  
   5.6  Conclusions  
6  Media Production and Diversity  
   6.1  Media Production and Mediation  
   6.2  Media Corporations
## Contents

6.3 Media Organizations and Media Logics 81
6.4 Media Workers 85
6.5 Conclusions 92

7 Minority and Diasporic Media: Controversies and Contributions 94
  7.1 Why Study Minority Media? 94
  7.2 Issues of Terminology 94
  7.3 Theorizing the Role(s) of Diasporic Media 97
  7.4 Diasporic Media: a Typology 102
  7.5 The Politics of Diasporic Media 106
  7.6 Conclusions 110

8 Theories of Representation 111
  8.1 The Work of Representation 111
  8.2 Stereotyping: the Cognitive Aspects of Representation 112
  8.3 Framing and Discourse: a First Link to Ideology 116
  8.4 Semiosis, Discourse, and Representation: an Historical Analysis 120
  8.5 The Performative Force of Representation 124
  8.6 Conclusions: Representation and Mediation 127

9 Regimes of Representation 131
  9.1 The Multiplicity of Representations 131
  9.2 The Racist Regime of Representation 132
  9.3 The Domesticated Regime of Representation 139
  9.4 The Regime of Commodification 143
  9.5 Conclusions 146

10 Self-Representations of Cultural Diversity 149
  10.1 Representational Dilemmas 149
  10.2 The Essentialist Regime of Representation 150
  10.3 The Alternative Regime of Representation 157
  10.4 Conclusions 164

11 Audiences and Cultural Diversity 165
  11.1 What Do People Do with the Media? 165
  11.2 Audience Reception of Mediated Cultural Diversity 166
  11.3 Ethno-Cultural Groups as Audiences 170
  11.4 Media Consumption and Identity 176
  11.5 Right to Reply: How Can Audiences Respond? 177
  11.6 Conclusions 182

12 Cultural Diversity Online 183
  12.1 The Difference the Internet Makes 183
  12.2 Network Society and Cultural Diversity 184
  12.3 Mediation of Cultural Diversity Internet Style 187
  12.4 Conclusions 196

Bibliography 198
Index 213