## **Contents**

Acknowledgments		
Timeline of Media Development  Introduction Kelly Askew		
1	The Medium is the Message  Marshall McLuhan	18
2	The Technology and the Society Raymond Williams	27
3	On the Use of the Camera in Anthropology  Margaret Mead and Gregory Bateson	41
4	The Ambiguity of the Photograph  John Berger	47
5	Save, Save the Lore! Erika Brady	56
Pā	art // Representing Others	73
6	The Gaze of Western Humanism  James C. Faris	77
7	The Color of Sex: Postwar Photographic Histories of Race and Gender	92

8	The Imperial Imaginary Ella Shohat and Robert Stam	117
9	Complicities of Style  David MacDougall	148
Part III Representing Selves		
10	Hollywood and the USA Hortense Powdermaker	161
11	Yoruba Photography: How the Yoruba See Themselves Stephen F. Sprague	172
12	Relationships Daniel Miller and Don Slater	187
13	Mediating Culture: Indigenous Media, Ethnographic Film, and the Production of Identity Faye Ginsburg	210
Par	t /V Active Audiences	237
14	Radio Texture: Between Self and Others Jo Tacchi	241
15	The Tongan Tradition of Going to the Movies Elizabeth Hahn	258
16	Rambo's Wife Saves the Day: Subjugating the Gaze and Subverting the Narrative in a Papua New Guinean Swamp Don Kulick and Margaret Willson	270
17	"It's Destroying a Whole Generation": Television and Moral Discourse in Belize Richard R. Wilk	286
18	National Texts and Gendered Lives: An Ethnography of Television Viewers in a North Indian City Purnima Mankekar	299
Par	323	
19	Image-Based Culture: Advertising and Popular Culture Sut Jhally	327
20	The Global and the Local in International Communications Annabelle Sreberny-Mohammadi	337
21	Media and Cultural Politics in Nicaragua, 1920-1956  David E. Whisnant	357

	CONTENTS	vii
22 The Objects of So Television and the Lila Abu-Lughod	pap Opera: Egyptian e Cultural Politics of Modernity	376
Resource Bibliography		394
Index		406