



Unthinking Eurocentrism: Multiculturalism and the Media (Sightlines)

Ella Shohat, Robert Stam

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Unthinking Eurocentrism explores issues of Eurocentrism and multiculturalism in relation to popular culture, film and the mass media. The book 'multiculturalizes' media studies by looking at Hollywood movie genres such as the western, the musical and the imperial film from multicultural perspectives, examining issues from the racial politics of casting to colonialist discourse and gender and Empire.

More than just a critique of Eurocentrism and racism, *Unthinking Eurocentrism* also confirms artistic, cultural and political alternatives, discussing a wide range of non-Eurocentric media including Third World films, rap video and indigenous media. Synthesising literary theory, media theory and cultural studies to form a challenging interdisciplinary study, the authors argue that current debates about Eurocentrism and Afrocentrism are merely surface manifestations of a deep-rooted shift: the decolonisation of global culture.

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