CHAPTER 4

Philip Napoli’s article presents a Marxist analysis of the role of the audience in the new media economy:


Brenton J. Malin’s case study of the production of the hard-boiled detective series, *The Shield*, provides an interesting exploration of ideas of masculinity within the post-broadcast era television industry:


The Sami people are a minority culture in Northern Scandinavia and Russia. In this article Sari Pietikäinen uses interviews and ethnographic study to research Sami journalistic culture:

CHAPTER 5

Richard K. Popp and Andrew L. Mendelson’s study of the letter ‘X’ on the cover of *Time* magazine; and Marcia A. Morgado’s semiotic analysis of hip-hop fashion:


CHAPTER 6

- Tripp, Lisa M., 2011. ‘The computer is not for you to be looking around, it is for schoolwork’: Challenges for digital inclusion as Latino immigrant families negotiate children’s access to the internet. *New Media and Society*. 13 (4): 552–567; [http://nms.sagepub.com/cgi/reprint/13/4/552?ijkey=rDgAL7ymxyi2&keytype=ref&siteid=spnms](http://nms.sagepub.com/cgi/reprint/13/4/552?ijkey=rDgAL7ymxyi2&keytype=ref&siteid=spnms)

Victor Costello and Barbara Moore published an interesting study of television audiences using on-line survey methods published in *Television and New Media*: