

Black Americans and the Media: An Economic Perspective

Black Americans and the Media: An Economic Perspective provides a thorough analysis of media effects on Black economic outcomes. It provides information on "What Black Americans must know and do about the media." This book contains chapters on the following topics: The power and scope of the media; representativeness and role evaluation of Black Americans on television; the impact of the media on Black economic outcomes, including unemployment; Black Americans and "60 Minutes"; Black television networks; and an analysis of how Black Americans must engage in rent seeking along with other special interest groups to transform the media into a favorable institution in our society.

Selected copyrighted components of *Black Americans and the Media: An Economic Perspective* are provided below:

- Foreword - (<https://www.BlackEconomics.org/BEMedia/foreword.pdf>)
- Annotated Table of Contents - (<https://www.BlackEconomics.org/BEMedia/antableofcontents.pdf>)
- Chapter One: Introduction – (<https://www.BlackEconomics.org/BEMedia/chapterone.pdf>)
- Chapter Two: Power of the Media - (<https://www.BlackEconomics.org/BEMedia/chaptertwo.pdf>)
- Chapter Three: Representativeness and Role Evaluation-Part 1 – (<https://www.BlackEconomics.org/BEMedia/chapterthree.pdf>)
- Chapter Four: Representativeness and Role Evaluation-Part 2 - (<https://www.BlackEconomics.org/BEMedia/chapterfour.pdf>)
- Chapter Five: Black Unemployment and Infotainment (Published in the January 2009 issue of *Journal of Economic Inquiry*) (<https://www.BlackEconomics.org/BEMedia/chapterfive.pdf>)
- Chapter Six: *60 Minutes* (without appendices) - (<https://www.BlackEconomics.org/BEMedia/chaptersix.pdf>)
- Chapter Seven: Three Black Cable Television Networks: Black Entertainment Television (BET); The Black Family Channel (BFC), and TV One (without appendices) - (<https://www.BlackEconomics.org/BEMedia/chapterseven.pdf>)
- Chapter Eight: Game Theory and SIGs - (<https://www.BlackEconomics.org/BEMedia/chaptereight.pdf>)
- Chapter Nine: Conclusion - (<https://www.BlackEconomics.org/BEMedia/chapternine.pdf>)

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