



Affirmative action on the playlist - An analysis of the representation of African-Americans on MTV

By Christoph Koch

GRIN Verlag Sep 2007, 2007. Taschenbuch. Book Condition: Neu. 211x146x5 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 1999 in the subject Communications - Movies and Television, printed single-sided, grade: 1 (A), Ohio University (School of Telecommunication), course: Multicultural Broadcasting, 38 entries in the bibliography, language: English, abstract: MTV an all encompassing mediator of popular culture (Goodwin, 1992) or as the Washington Post once put it perhaps the most influential single cultural product of the [eighties] (McGrath 1996, p. 8). A trademark that has become a synonym for modern television, fast moving pictures and even a certain lifestyle. MTV generation , MTV-like , I want my MTV etc. But MTV is more than entertainment for teenagers and music with colorful pictures around it It is not only the world s fastest growing network but also a powerful gatekeeper. Whoever makes it onto the playlist of the network can expect their CD sales to skyrocket and his concerts to be sold out. But the question is, is MTV giving everybody the same chance This research paper deals with the question of how black people are represented in the music programming of...



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