THE M IN CITAMS@30

STUDIES IN MEDIA AND COMMUNICATIONS

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THE M IN CITAMS@30: MEDIA SOCIOLOGY

EDITED BY

CASEY BRIENZA
Media Sociology Preconference Founder and Chair, USA

LAURA ROBINSON
Santa Clara University, USA

BARRY WELLMAN
Netlab Network and Ryerson University, Canada

SHELIA R. COTTEN
Michigan State University, USA

WENHONG CHEN
University of Texas at Austin, USA

ASSOCIATE EDITOR

ANEKA KHILNANI

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CONTENTS

FOREWORD TO CITAMS@30

The reception, sessions, and roundtables at ASA Annual Meeting in Philadelphia in August 2018 aside, these double volumes are perhaps the most enduring fruit of our celebration of CITAMS@30 – the 30th anniversary of the Communication, Information Technologies, and Media Sociology Section of the American Sociological Association. The two volumes are the results of the numerous conversations – in personal and various mode of digital communication – between and among the co-editors and contributors, many of whom have been an integral part of the CITAMS community.

With its roots in ASA's Microcomputing User Group (MUG) meetings, the Microcomputing Section established in 1988 (Anderson, 2006) has developed into a strategic venue that connects sociologists, communication scholars, and media researchers. The section changed its name to Communication and Information Technologies in 2002, proposed by Keith Hampton, Eszter Hargittai and Anabel Quan-Haase representing a new generation of sociologists of the Internet and digital technologies (Elesh & Dowdall, 2006). In 2016, responding to the growing members' interests in digital, social, mobile and popular media sociology, the section officially added Media to its name (Robinson, 2018).

As a section member since I was a graduate student, my intellectual and professional development has greatly benefited from many talented, generous CITAMS members. It is my tremendous privilege serving as the section chair in the year of its 30th anniversary. It has been a great pleasure working with three CITAMS past chairs Barry Wellman, Shelia Cotten, Laura Robinson as well as Casey Brienza, the founder of the Media Sociology Preconference on the two volumes. The response to our call for papers has been so great that we have two volumes rather than one volume as originally planned. In particular, Laura Robinson, as the editor of the *Emerald Studies in Media and Communications*, has played a pivotal role in shepherding the reviewing process.

Together, contributors, including past and future chairs as well as section members and friends, revisit the section history, examine important themes relevant to the thirty-year section history and imagine the section future. Gathering some of the finest scholars in the sociology of communication, information technologies, and media, the two volumes look back, celebrating what the members and friends of this section has achieved. More importantly, the two volumes set agenda for the future of our shared intellectual commons.

ESMC Volume 17: *Networks, Hacking, and Media–CITAMS@30: Now and Then and Tomorrow* is co-edited by Barry Wellman, Laura Robinson, Casey Brienza, Wenhong Chen, Shelia R. Cotten, and Aneka Khilnani (Associate Editor). The volume starts with the field analysis on the history, present and future of Communication, Information Technologies, and Media Sociology, authored by past and incoming chairs including Jennifer Earl, and Deana Rohlinger, James Witte, a past chair, and his co-authors (Roberta Spalter-Roth and Yukiko Furuya) examine section members' participation in the publication process of the *American Sociological Review* while Edward Brent reviews earlier section history and investigates the method implications of information technology. The second part of Volume 17 centers on the contours of interpersonal relationships, as well as the shifting structures, compositions, and purposes of networks in the digital age by Mary Chayko, Anabel Quan-Haase, Andrew Nevin, Veronika Lukacs, Yotam Shmargad, Hazel Kwon, Marc Esteve Del Valle, Alicia Wanless-Berk, Anatoliy Gruzd, and Philip Mai.

ESMC Volume 18 highlights the M in CITAMS, namely Media Sociology, and is co-edited by Casey Brienza, Laura Robinson, Barry Wellman, Shelia Cotten, Wenhong Chen, and Aneka Khilnani (Associate Editor). Contributors include both practitioners and scholars, discussing a range of issues related to digital media inequalities that call for government intervention in the US (Lloyd Levine) and media intervention in China (Mingli Mei, Ru Zhao, and Miaochen Zhu). Jeremiah Morelock focuses on the tangled interrelationship between digital, racial and health inequalities, Saran Ghatak and Niall Moran examine the nineteenth-century news media coverage of immigrants in New York. The Volume also sheds lights on culture production and consumption, a rapid growing area of media sociology, including the paradox of closure and openness in cultural journalism by Philippa K. Chong, the story-world of the hit HBO drama *Game of Thrones* by Carmen Spanó, the discourse of family, gender, and class in Bollywood cinema by Tanni Chaudhuri, and the intriguing relations of affection, mediation, and communication by Ana Ramos.

The two volumes, together, demonstrate the range, sophistication, and compassion of our section. CITAMS is definitely one of the most intellectually diverse ASA section with many of its members nurturing and thriving at the intersections of multiple disciplines, switching between academia and practices. The sociological insight and imagination advanced by the work of section members, often transcending disciplinary boundaries, have important theoretical and practical implications in our digital world. As a networked transfield (Chen, 2018), CITAMS is uniquely positioned to contribute to scholarly and public discourse and practice on big challenges of our time such as digital inclusion, privacy, and the future of work and organization. If an Internet year is a dog year, what are the next 30 years in store for our globalized, mediated, and networked societies and communities? How would the boundaries and scope of sociology

change and how would CITAMS evolve? CITAMS, Happy Anniversary and many Happy Returns!

Wenhong Chen

Section Chair 2017−2018 of the Communication, Information Technologies, and Media Sociology Section of the American Sociological Association Associate Professor of Media Studies and Sociology, Department of Radio-TV-Film, Moody College of Communication at the University of Texas at Austin, USA

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EDITOR BIOGRAPHIES

Casey Brienza is the Founder of the Media Sociology Preconference. Previously, she was Lecturer in the Department of Sociology and Centre for Culture and the Creative Industries at City, University of London. She holds a PhD in Sociology from the University of Cambridge. To date, she has written over 15 articles and chapters about transnational cultural production and consumption and the political economy of the global culture industries, specifically as these relate to publishing and emerging digital technologies. Casey is the author of *Manga in America: Transnational Book Publishing and the Domestication of Japanese Comics* (Bloomsbury 2016), editor of *Global Manga: "Japanese" Comics without Japan?* (Routledge 2015), and co-editor with Paddy Johnston of *Cultures of Comics Work* (Palgrave 2016).

Shelia R. Cotten is a Professor in the Department of Media and Information at Michigan State University. She has served as the Chair of CITAMS and has previously held appointments at the University of Alabama at Birmingham and the University of Maryland, Baltimore County. After earning her PhD from North Carolina State University in Raleigh, she was a Postgraduate Fellow at the Boston University School of Public Health. Her work has been funded by The National Science Foundation and the National Institute on Aging. Cotten's work addresses key social problems with sociological tools related to technology access, use, and impacts/outcomes. She has published on a number of topics including the XO laptop program in Birmingham and the use of ICT resources to improve older Americans' quality of life. The body of her work was recognized by the CITASA Award for Public Sociology in 2013 and the CITAMS Career Achievement Award in 2016.

Wenhong Chen is an Associate Professor of Media Studies and Sociology at the University of Texas at Austin. Her research has focused on digital media technologies in entrepreneurial and civic settings. Dr Chen has more than 60 publications, including articles in top-ranked journals in the fields of communication and media studies, sociology, and management. Dr Chen's research has received awards from American Sociological Association, the Academy of Management, International Communication Association, and International Association of Chinese Management Research. She is serving as the chair of the Communication, Information Technologies, and Media Sociology Section of American Sociological Association in 2017−2018. Dr Chen is the lead editor of the book *Networked China: Global Dynamics of Digital Media and Civic Engagement* (with Stephen Reese, Routledge 2015).

Aneka Khilnani (Associate Editor) is a Graduate Student at Georgetown University. She is an Assistant Editor of the book series *Emerald Studies in*

Media and Communications and has worked on the editorial team for volumes including e-Health: Current Evidence, Promises, Perils, and Future Directions. Before attending Georgetown, she graduated from Santa Clara University with a B.S. in Public Health Science (Summa Cum Laude). Her past research was supported by a $30,000 grant from the Health Trust Initiative to support dietary change among low-income women in the San Jose Guadalupe area. She is currently working on a co-authored book manuscript on digital research methods.

Laura Robinson is an Associate Professor in the Department of Sociology at Santa Clara University. She earned her PhD from UCLA, where she held a Mellon Fellowship in Latin American Studies and received a Bourse d'Accueil at the École Normale Supérieure. In addition to holding a postdoctoral fellowship on a John D. and Catherine T. MacArthur Foundation funded project at the USC Annenberg Center, Robinson has served as Visiting Assistant Professor at Cornell University and the Chair of CITAMS (formerly CITASA) for 2014−2015. Her research has earned awards from CITASA, AOIR, and NCA IICD. Robinson's current multi-year study examines digital and informational inequalities. Her other publications explore interaction and identity work, as well as new media in Brazil, France, and the US.

Barry Wellman directs the NetLab Network and is a Distinguished Visiting Scholar at Ryerson University's Social Media Lab He is the former S.D. Clark Professor of Sociology at the University of Toronto. Wellman's most recent book is the prize-winning *Networked: The New Social Operating System* (with Lee Rainie, Director of the Pew Internet and American Life Project) published by MIT Press in Spring 2012. The book analyzes the social nature of networked individualism, growing out of the Social Network Revolution, the Internet Revolution, and the Mobile Revolution. Prof. Wellman is a Fellow of the Royal Society of Canada. He founded the International Network for Social Network Analysis in 1976−1977. He is the Chair-Emeritus of both the Community and Information Technologies section and the Community and Urban Sociology section of the American Sociological Association. He has been a keynoter at conferences ranging from computer science to theology. He is the (co-) author of more than 200 articles that have been co-authored with more than 80 scholars and is the (co-)editor of five books.

AUTHOR BIOGRAPHIES

Tanni Chaudhuri is a Faculty of Sociology at Rhode Island College since Fall 2013. She received her PhD in Sociology from Texas Women's University in 2011. Her pre-doctoral education includes a Bachelor's degree in Sociology (Presidency College, India), a dual Master's in Film Studies (Jadavpur University, India) and Mass Communication (Kansas State University, USA). Dr. Chaudhuri's areas of expertise include medical sociology, criminology, and media studies. Besides teaching some of sociology capstone classes including Qualitative or Quantitative Research Methods, she brings her international training and passion for movies in the classroom by engaging in dialogues on Bollywood or Hollywood. Dr Chaudhuri also uses media as an important lens for teaching sociology and has worked on a few visual sociology projects in the past.

Phillipa K. Chong is a Cultural Sociologist who specializes in how we define and evaluate worth: This includes the value we assign to social objects (e.g., books, paintings, knowledge, opinions, and so on) and social groups (e.g., experts, artists, minority groups, and so on). To date, her empirical focus has been on book reviewers as market intermediaries in the cultural market. Her present work explores how fiction reviewers engage in the dual project of constructing (i) the value of new novels in the absence of objective indicators of esthetic quality and (ii) the legitimacy of their professional judgments given the accepted subjectivity of taste. She is currently writing a book, with Princeton University Press, exploring the boundary between expert and public opinion given recent changes in the mediascape. She currently works as an Assistant Professor in Sociology at McMaster University. Before arriving at her current post, she earned her PhD in Sociology from the University of Toronto and was a Postdoctoral Fellow in the Department of Sociology at Harvard University

Saran Ghatak is a Professor of Sociology and Criminal Justice Studies at Keene State College. He has a PhD in Sociology from New York University. His research interests include culture, theory, crime, law, and deviance. He is currently working on a grant supported project on craft breweries.

Lloyd Levine (ret.) is a former Member of the California State Legislature where he chaired the Assembly Committee on Utilities and Commerce. As a legislator he authored several foundational pieces of legislation relating to broadband, telecommunications, and technology. He served as a member of Governor Arnold Schwarzenegger's Broadband Taskforce, and a founding board member of the California Emerging Technology Fund. He is currently a Senior Policy Fellow at the University of California at Riverside School of Public Policy where is the co-founder of the Center for Technology, Society, and Policy.

MingLi Mei is an Associate Professor at the College of Arts and Media, Tongji University, China. She earned her PhD in Media Management from Wuhan University, China. Her research areas include, but are not limited to, Media Management and Media Sociology. Her research has earned The First National Academic Award for Outstanding Journalism Young Scholars.

Jeremiah Morelock teaches at Boston College, where he earned a Master's degree in Sociology. His research focuses on authoritarian and populist themes in biological horror and science fiction films. He is editor of *Critical Theory and Authoritarian Populism* (University of Westminster, 2018) and director of the Critical Theory Research Network.

Heloisa Pait, a Fulbright Alumna, teaches at the São Paulo State University Julio de Mesquita Filho and investigates the role of new means of communication in democratic life. In her doctoral dissertation, she analyzed how soap opera writers and viewers attempted to make mass communication a meaningful activity. She has written on the reception of international news, on media use by Brazilian youth, and on the disruptive role of the internet in the Brazilian political environment. She has recently redirected her attention to the understanding of the historic roots of Brazilian development and democracy. Her chapter "Media Epiphanies: Selvies and silences in São Paulo street protests" received the Outstanding Author Contribution in the 2018 Emerald Literati Awards. She takes active part of the Brazilian public dialogue, contributing to the press and supporting democratic movements.

Ana Ramos holds a PhD from the Department of Communication, University of Montreal. Her current postdoctoral research at the SenseLab, Concordia University, is devoted to process philosophy inquiry in the field of esthetics and affect theory as related to art experience and techniques of the body. In her publication "On Consciousness-with and Virtual Lines of Affection," she acknowledges an affective dimension of the body.

Carmen Spanò holds a PhD in Media and Communication from the University of Auckland (New Zealand). She graduated in Humanities at Università Cattolica del "Sacro Cuore" in Milan (Italy). Her research interests include transnational and international production and distribution of TV programs, trans-media/cross-media storytelling, and transnational television consumption and reception. She writes film and TV series reviews for the Italian sites *Mediacritica, Leitmovie* and *Nocturno*, and she worked as Content Curator for the popular Italian movie magazine *FilmTV*.

Ru Zhao is a Graduate Student and Master's Degree Candidate at Tongji University, Shanghai, China. She majors in journalism and communication. Her research interests include new media and communication. She is currently working on her master's thesis, which is about depression dissemination and audience cognition based on new media platform.

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INTRODUCTION TO VOLUME 18: THE M IN CITAMS@30: MEDIA SOCIOLOGY

Aneka Khilnani, Laura Robinson,
Casey Brienza, Barry Wellman,
Shelia R. Cotten and Wenhong Chen

CITAMS@30: TWO VOLUMES TO CELEBRATE CITAMS' 30-YEAR ANNIVERSARY

Since the beginning of CITASA's sponsorship of *Emerald Studies in Media and Communications* (ESMC), the series has published research by CITAMS members and contributed to the section's intellectual community. More recently, ESMC has also enjoyed sponsoring the Media Sociology Preconference and organizing closing plenary sessions of that annual event. Given these fruitful relationships, as the thirty-year anniversary of CITAMS approached, it seemed only natural to invite the CITAMS past chairs and community to contribute to a special volume celebrating the event. We invited current section chair Wenhong Chen and past chairs Barry Wellman, Shelia Cotten, and Laura Robinson to join forces with Casey Brienza, founder and current organizing committee chair of the Media Sociology Preconference. Their mission was simple: find the best current scholarship highlighting the present of our dynamic field and seek out analysis on the growth and history of the section with an eye to the future. To our delight, overwhelming response produced not one, but two volumes. Barry Wellman leads the first of the two volumes − *Networks, Hacking, and Media − CITAMS@30: Now and Then and Tomorrow* − showcasing field analysis from past CITAMS chairs, as well as a feast of interdisciplinary scholarship on networks and relationships. Casey Brienza leads the second of the two volumes − *The M in CITAMS@30: Media Sociology* − that probes

the relationships between inequalities and media, as well as a scintillating array of scholarship on cultural production and consumption. Both volumes highlight some of the best of the vibrant, interdisciplinary scholarship in communication, information technologies, and media sociology.

This second volume of the special two part series, entitled *The M in CITAMS@30: Media Sociology*, brings together scholars whose work on media inequalities, production, and consumption pushes the field forward. Of particular interest, the work in this volume, *The M in CITAMS@30*, showcases the value of interdisciplinary scholarship on communication, information technologies, and media sociology. Their work offers a selection of cutting-edge studies on the roles and impacts of the digital and traditional media via rich international case studies that include a broad swath of contexts and cultures.

Probing the facets of agency and power, the Part 1 of Volume 18 focuses on inequalities and media. Leading the section is a contribution from Lloyd Levine entitled "Closing the Digital Divide: Justification for Government Intervention." As a consultant to the California Emerging Technology Fund, Levine begins by assessing the magnitude of the digital divide in California to identify which segments of the population are most vulnerable to digital exclusion. Significantly, Levine tells us that just under one-third of Californians continue to lack "meaningful internet access" at home. Levine calls our attention to urban-rural digital inequalities in California, "this is not a just a rural infrastructure issue. The digital divide in urban California is five times greater than it is in rural California." Furthermore, Levine asserts the importance of government intervention and draws on specific examples of government programs focused on addressing the infrastructure and adoption of digital media. Levine concludes with governmental policy recommendations to increase access and meet the needs of specific populations. Levine's work provides important insights in policy recommendations to address digital disparities and ultimately prevent them from furthering prominent economic and educational divides in California.

Next, taking an international perspective, together Mingli Mei, Ru Zhao, and Miaochen Zhu assess the impact of digital inequalities in areas in China that enjoy radically different economic advantage. Showing us the importance of regional comparison, they examine Shanghai, Shandong, Shaanxi, and Guizhou in their paper entitled, "Public Knowledge and Digital Divide: the Role and Impact of China's Media." At the beginning of their work, Mei, Zhao, and Zhu provide a deep analysis highlighting the Eastern and Western urban and rural media service statuses, while exploring the "interaction between media contact, media resources, digital divide, and public knowledge." To highlight the stark differences between urban and rural media inequalities, the authors contrast access to TV networks, Internet, and mobile media. Both rural and urban areas show equal access to TV resources, but there still exist obvious shortcomings in the rural population's access to and use of the Internet and mobile media. The authors note the influence of economic status in tandem with personal agency to access and successfully exploit digital media. In urgent efforts to mitigate the effects of the digital divide, Mei, Zhao, and Zhu include suggestions on narrowing the urban-rural public knowledge gap. Their work makes an

important contribution to the literature by revealing a positive correlation between the degree of public media contact and the level of public knowledge.

From digital media, we turn to cinema in the "Changing Politics of Tribalism and Morality in *I Am Legend* and its Remakes" by Jeremiah Morelock. As Morelock argues, "Tribalism is at the forefront of public discussion across the political spectrum in American today." His work examines the growth toward tribalism via *I Am Legend*, first published as a novella in 1954 and subsequently remade as a film multiple times in 1964, 1971, and 2007. He finds that over time these "different renditions of the story exhibit decreasing compassion for the other and decreasing ambivalence about relations with the other." His work explores how "moral attitudes are portrayed concerning confrontation between rival milieux." He urges us to consider the reciprocal relationship between media and society: "there is also the question of not just what social trends are represented in the films but how the films may have influenced audiences feeding into social trends of the time." Morelock's work concludes by drawing our attention to the abiding search to pinpoint causal relationships between media and social change as he states: "The ambivalence expressed in *I Am Legend* in 1954, 1964, and 1971 − morbid as the story is − indicates the opening for discussions that could potentially move our pluralist society forward."

Saran Ghatak and Niall Moran move the discussion from the cinema to print media in "A Niagara of Intemperance and Vice: Newspaper Reports on Immigrant New York 1800−1900." Thanks to their rich archival research and text analysis, readers travel back to the nineteenth century in New York City to understand the media's role in creating fear and contempt toward immigrants in the Lower East Side of the borough of Manhattan. Their rich trove of newspaper data reveals discourse that imputed moral failings to Irish, Italian, Chinese, and Jewish immigrants and framed them as threat to larger society. Ghatak and Moran expose the behaviors attributed to immigrant populations: gambling, prostitution, alcohol consumption, petty larceny, and miscegenation that are "diametrically opposed to the vision of New York and American natives alike as genteel pinnacles of morality." Eventually, they argue that, longitudinally, these images become deep-seated in American history, persist over time, and are repeatedly manifested by the news media: "The collective lifestyle of these communities was reduced to alien, inferior, and illegal, which only legitimated their marginalization and exploitation within a liberal democratic culture." Of particular value, Ghatak and Moran make connections between the past and present. They assert the importance of understanding the struggles immigrants have faced in the United States over the last two centuries but also like Morelock they invite us to understand the present in light of these larger trajectories of inequality and othering.

Philippa Chong opens the Part 2 on cultural production and consumption with "Openness as a Means to Closure in Cultural Journalism." Chong deploys in-depth interviews with editors, critics, and bloggers to probe the belief in everyday citizens' ability to produce widely available content and knowledge. Chong notes that "openness," as a noncertifiable skill, toward personal and

professional networks, creates opportunities to be involved in the production of widely available content in media. Ultimately, Chong addresses popular opinions on the impact of amateur bloggers and reviewers on professional critics and journalists that underscore the belief in the changing role of cultural gatekeepers. She notes that while digital technologies such as the internet provide an open medium for amateurs to share and publish their opinions on a myriad of issues, traditional mainstream outlets – such as the news websites online, on TV, or in print – are still monitored by gatekeepers and represent people from traditional professional journalistic backgrounds. Chong concludes, "[…] reviewers are not invited to review based on their abstract identities as 'cultivated people'. Instead, they are solicited to review individual books for which they are perceived as suitable judges." Chong takes a critical eye as she leads readers to understand the cultural construction of skill and traces the process by which critics are recruited to review specific books.

Next, Carmen Spanò offers an important comparative study that assesses cultural differences between national audiences in New Zealand and Italy of HBO's *Game of Thrones*. In a world where war and death appear as inescapable, *Game of Thrones* serves "as a notable example of a program that manages to appeal to diverse audiences beyond the country of origin." Spanò begins by assessing the reasons why viewers become emotionally engaged in fantasy media. Seeking to better understand the "guilty-pleasure" attraction to this highly popularized television show, Spanò's findings mirror those of Morelock – that audiences thrive on violence toward the other. Like Morelock, Spanò examines the importance of fantasy media that, while dealing with the supernatural, tells us much about the social world that produces and consumes it. Based on interviews and focus groups in Italy and New Zealand, Spanò concludes, "*Game of Thrones* builds a dynamic tension between the desire/curiosity to watch what is compelling but often almost unsustainable, and the refusal of excessively violent images."

Furthering the discussion on media consumption and production, Tanni Chaudhuri contributes "From Raja to the Desi Romance: A Sociological Discourse on Family, Class, and Gender in Bollywood" to explore how this medium is a tool "in cultivating global sociological imagination in the classroom." Chaudhuri reflects on the potential to integrate Bollywood films into a sociological seminar exposing first-year college students to sociological theory. Typically, the students begin the course with very little exposure or knowledge on this distinct movie industry; therefore Chaudhuri discusses "introducing this content, encouraging engagement, and critical thinking to build on essential global sociological imagination." Utilizing three Bollywood films: *Ishaqzaade, Monsoon Wedding*, and *Dor*, Chaudhuri shares insightful commentary on successful strategies that use Bollywood films to explore family, class, and gender with students. Chaudhuri offers personal insight into building cultural bridges with her students by sharing Bollywood media in tandem with her experience as an immigrant and as part of the South Asian diaspora in the United States. Ultimately, Chaudhuri's work shows us the power of media to impact students' early understandings of

cultural context and global diversity, which can contribute to an international perspective and global sociological imagination.

Heloisa Pait continues our discussion of the press and print media vis-à-vis its importance in the development of democratic states in "Liberalism Without the Press: Eighteenth-century Minas Geraes and the Roots of Brazilian Development." Pait explores the dichotomy between the abstract and cultural explanations of Brazilian media development and its role in wider Brazilian history: "We describe commercial and cultural networks and contrast them with the paucity of media networks, including those of books and mail, domestic and international." Pait utilizes an important case study: the region of Minas Geraes in the eighteenth century to illustrate, "a sophisticated and diverse culture developed after the first gold rush in the Americas, and contrast that with the insurmountable difficulties in establishing a compatible written culture." She offers a searing critique: "We should stop for a minute and simply think about this fact: for three entire centuries of colonial life, while in Europe, the Gutenberg revolution was taking place, Brazil's inhabitants were prevented from attaching metal pieces to a plate and pressing them onto a sheet of paper to create reading material." Pait's work is critical to showing that media inequalities undermine fundamental elements critical to democratic development: "the 'delay' or 'dependency' was a product of media constraints so profound, so pervasive, so visceral and intimate […] therefore naturalizing illiteracy and sanctioning censorship." Ultimately, this work sets the stage as a starting point for broader research on media, democracy, and development in Brazil that tackles the complexities of Brazilian media and development of the Brazilian state.

Closing the second section, Ana Ramos investigates the conceptual synthesis of media and mediation utilizing affect theory in "Affective (Im)Mediations and the Communication Process." Ramos' work offers a conceptual synthesis grounded in affect theory and introduces the concept of "immediation." Her work reads like literary verse, reminding us of the importance of the humanistic side of media sociology: "It is something like a silent snarl. Yet contained. So much power ready to explode. Thick skin. Powerful hands and feet. The ground supports fully: a rest experience. And suddenly hunger: a powerful surge of impel. Jaw opens wide, ready for anything. And that is all there is: a hunger experience. Feeling is felt, not known. That is why we cannot foresee it coming. The urge occupies the whole of experience. It becomes. Then, it is acknowledged − in the becoming-body (embodied). Either rest or burst forward. It is all there: ready to happen. Potentially already happening." Ramos's work is a fitting close to the volume as it probes the nature of experience and engagement with media, the contested realities of consumption and the contested realities of production across different media, "immediations," and the social world.

Concluding this very special CITAMS 30th anniversary celebration, we thank you − our readers and authors − for sharing in an engaging dialog with the CITAMS community. Marking an important moment in our section's intellectual community, we are delighted to produce not one but two volumes that showcase the fruitful relationships between media sociologists, CITAMS, and *ESMC.* We are sure this point in our shared history promises many engaging years ahead.