



Unthinking Eurocentrism

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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Eli says

Bout time I read the primary text for my thesis.

Jackson Cyril says

A book which attempts to deconstruct the Ethnocentrism so prevalent in the media today-- and succeeds marvelously at it.

Patricia says

Incredibly comprehensive analysis of racial and colonialist discourses influencing and influenced by global cinema. Dense, but still an entertaining read.

Inda says

This book is a must read for EVERYONE whether layperson, academic or critic. There are few books I've read even during my academic career that have managed to offer solutions on looking at media (particularly film) through non-Western eyes. It remains one of my favorites and continues to be a guide for me in both my work and my recreation.

Maryam says

A good book, and I am a little biased having worked with Dr. Ella for 5 years as a research assistant. She is a fantastic writer on countering eurocentrism

Ben says

This is the big book on the whole notion of Eurocentrism. If you want to look deeper into how we view movies and film, check this out!
