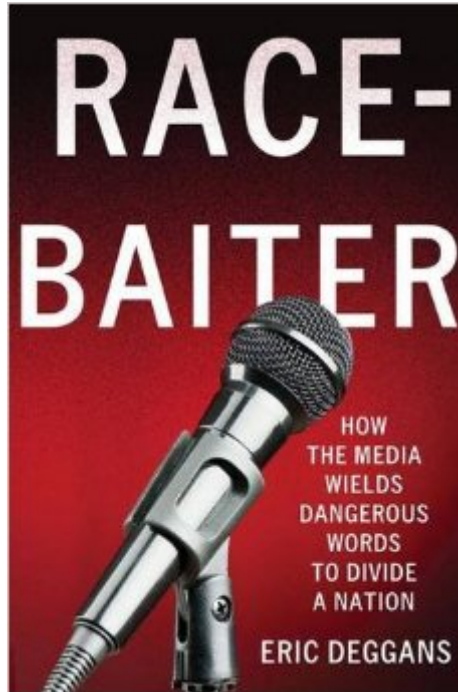


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# Race-Baiter: How The Media Wields Dangerous Words To Divide A Nation



## Synopsis

Gone is the era of Edward R. Murrow and Walter Cronkite, when news programs fought to gain the trust and respect of a wide spectrum of American viewers. Today, the fastest-growing news programs and media platforms are fighting hard for increasingly narrow segments of the public and playing on old prejudices and deep-rooted fears, coloring the conversation in the blogosphere and the cable news chatter to distract from the true issues at stake. Using the same tactics once used to mobilize political parties and committed voters, they send their fans coded messages and demonize opposing groups, in the process securing valuable audience share and website traffic. Race-baiter is a term born out of this tumultuous climate, coined by the conservative media to describe a person who uses racial tensions to arouse the passion and ire of a particular demographic. Even as the election of the first black president forces us all to reevaluate how we think about race, gender, culture, and class lines, some areas of modern media are working hard to push the same old buttons of conflict and division for new purposes. In *Race-Baiter*, veteran journalist and media critic Eric Deggans dissects the powerful ways modern media feeds fears, prejudices, and hate, while also tracing the history of the word and its consequences, intended or otherwise.

## Book Information

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## Customer Reviews

Great view into journalism, media and race relations. I haven't read any other books on the subject but this seemed to be a fair assessment of what goes on "behind the scenes" and often right in front

of our faces. Mr. Deggans gives away the magician's secrets, whether those magicians are news anchors, radio talk show hosts, screenplay writers or "reality" shows actors, he tells you what to look for to understand what's really happening and how they make it look or sound like something else. He talks about the problems people have with discussing race, suggests ways we can get past those problems. He talks about drawing attention to racism masked with key phrases and probably most importantly about talking about race before something racial explodes rather than waiting for things to explode. Another interesting point is that "color blindness" isn't the answer because it ignores differences in culture that really do exist. A lot of this should be in schoolbooks somewhere. Learning it when you're 9 would probably be a lot more helpful than learning it when you're 39.

I have always suspected that publishers, producers, and similar persons selected characters that followed their visions of persons. This book confirmed my suspicion. It is well written by a very articulate author. My only problem with the book is Deggans' obvious respect for Al Sharpton, probably because Deggans is too young to remember that Sharpton himself uses race to advance his own agenda. Deggans does not mention the pogrom he started in Harlem that had a killed a couple of people. A review of the early NY Times stories on Sharpton might help. Over all, though, the book should be read by everyone.

I enjoyed this but could not read it start to finish. It took me a long time to finish because it so negative and you just get tired of the author kicking the right-wing's butt. He says he's objective but I doubt it. But if you are liberal you'll enjoy this one a lot.

For those who are interested in whether the media manipulates what we think about, this is an excellent primer. Race Baiter also provides categories to evaluate media and critique content. Provides current social media as well. As journalism professor, I highly recommend.

I found this book to be thought-provoking, many times in an uncomfortable way. I would definitely recommend to anyone interested in current events and media/politics, as the author provides insight in a way that is easy to understand.

This is a really well written, intelligent, and in depth look at a subject many people tend to try to sweep under the rug. I applaud the author for starting a way to rationally discuss these issues without pointing fingers or inciting anger. Thoroughly researched and backed up with well

documented data and facts...a must read for any one who believes these issues are important...which should be everyone...

I learned so much from this book. I was reassured by Deggans' balanced approach. His point that we the audience must demand balanced, honest, and informed journalism is well taken.

No matter what color you are, this book is a good read. It show how the media tends to keep us apart. The book give one a chance to see things from all sides, not just one side. This book give the reader a chance to think, understand and watch. Watch the media in a new light.

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