



Blacks and White TV: African Americans in Television Since 1948

Fred J. MacDonald

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The second edition of this powerful analysis of African-Americans in the television industry since 1948 is completely updated. The increased visibility of blacks in television, the success of the *Cosby Show* and other sitcoms featuring black actors, and the impact of cable TV on programming are described in detail. Professor MacDonald traces the stereotyping, tokenism, and unfair treatment of blacks from the early days of the industry, but expresses his hope and belief that a new video order is materializing that will finally fulfill the bright promise of television.

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