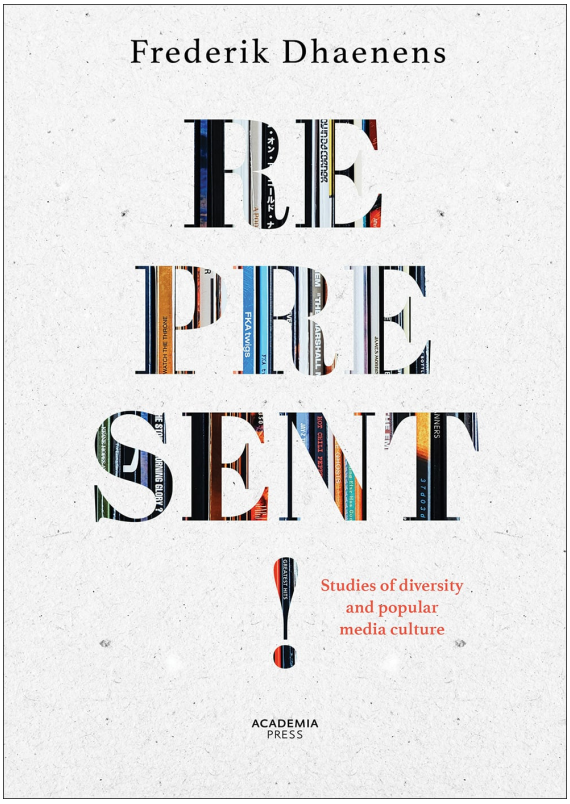
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Studies of diversity and popular media culture

Frederik Dhaenens

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- Starting from the belief that historical insights are essential to better grasp contemporary debates and practices vis-à-vis sociocultural diversity and popular media culture, the book provides insight into a selection of historical contexts and milestones
- The book explores a selection of key theoretical concepts, developed by scholars from communication sciences, media and cultural studies, and social theory, which help better understand the diverse ways sociocultural diversity has been engaged with in popular media culture, particularly in relation to aspects of production and representation
- Offers reflections on contemporary trends, transformations, and challenges

Even though knowledge about identity, sociocultural diversity, and popular media culture in society and academia has increased, many students, scholars, and engaged citizens are seeking out information and academic insights to being better equipped to talk and think about these themes. For instance, some may have a basic understanding of what 'woke' means but lack a historical awareness of the transformation of the term. Similarly, some may desire to understand why some television programs have been argued to be 'heteronormative' or 'ableist.' The aim of this book is to provide readers with comprehensible, tangible, and nuanced explanations about the way popular media culture has dealt with sociocultural diversity in Western societies. To do so, this book's approach is threefold. First, starting from the belief that historical insights are essential to better grasp contemporary debates and practices vis-à-vis sociocultural diversity and popular media culture, the book provides insight into a selection of historical contexts and milestones. The historical sections will pay attention to changes in media representations of certain minority groups and to the way research into sociocultural diversity in media and popular culture developed. Second, the book explores a selection of key theoretical concepts, developed by scholars from communication sciences, media and cultural studies, and social theory, which help better understand the diverse ways sociocultural diversity has been engaged with in popular media culture, particularly in relation to aspects of production and representation. Third, the book offers reflections on contemporary trends, transformations, and challenges.

Frederik Dhaenens (PhD) is an associate professor at Ghent University, where he teaches courses that deal with media, (popular) culture and diversity. His research is situated within the field of critical media studies and cultural studies, while focusing on queer theory, LGBTQ representation, sex and sexuality, and masculinities in relation to popular culture, with a particular interest for television studies, popular music studies, and fan studies. Further, Frederik Dhaenens is vice-chair of the Popular Culture Working Group at IAMCR (International Association of Media and Communication Research). He also co-organises the LGBTQ forum –a Flemish network of researchers, civil society actors, and policymakers working on sexual and gender diversity. He was also a member of the European CEDAR network (Consortium on Emerging Directions in Audience Research), chair of the ECREA's Gender and Communication Section, and editioral board member of *DiGeST* (*Journal of Diversity and Gender Studies*).






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