

# Unthinking Eurocentrism: Multiculturalism and the Media

*Ella; Stam, Robert Shohat*

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**Ella; Stam, Robert Shohat : Unthinking Eurocentrism: Multiculturalism and the Media** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Unthinking Eurocentrism: Multiculturalism and the Media:

1 of 2 people found the following review helpful. Five StarsBy CustomerOne of the best explanations of ethnocentrism and ideology I have ever come across.0 of 1 people found the following review helpful. No commentBy EspiNo commentGood bookOpens up your mind about certain issues/very one sided must read additional books on Eurocentrismand inform yourself0 of 2 people found the following review helpful. A VERY Poor Choice as a Student TextBy ABWOI could hardly disagree more with other reviews. It is clear that Ms. Shohat has a very fine grasp of the subject matter, and it is also clear that she either 1) has no idea how to present the material in an interesting, straightforward, accessible way to college students, or 2) just isn't interested in doing so. Her vocabulary is expansive, and she certainly uses figurative and symbolic language with ease and gusto as she pontificates and speculates about the subject matter. This might have been a very good doctoral dissertation (it probably started out that way), but as far as a tool for reaching, teaching, and engaging today's undergraduate students, this book gets a grade of "D", at best. It does not deserve an "F", for there is certainly plenty of rich content. What earns this text a low mark is the writer's total disregard for her audience. If it were written for members of her doctoral committee or even her peers (who already have a firm grasp of the material), the book could no doubt rank relatively high on any "readability/accessibility" scale. However, since it is presented ostensibly as a student text, it fails to achieve a satisfactory score. Sadly, the most lasting impression this text leaves on students is that this author is much more

interested in impressing us than in engaging or educating us.