
Contents

Contributors	7
Introduction: Words that Hurt	11
<i>Geneva Smitherman-Donaldson and Teun A. van Dijk</i>	
1. Newsmagazines, Public Policy, and the Black Agenda	23
<i>Jack L. Daniel and Anita L. Allen</i>	
2. "The Cosby Show" and American Racial Discourse	46
<i>John D. H. Downing</i>	
3. Some Theoretical Notions and Preliminary Research Concerning Derogatory Ethnic Labels	74
<i>Jeff Greenberg, S. L. Kirkland, and Tom Pyszczynski</i>	
4. Minorities and Social Control in the Newsroom: Thirty Years after Breed	93
<i>Sherrie Mazingo</i>	
5. The British New Right's "Enemy Within": The Antiracists	131
<i>Gill Seidel</i>	
6. Discriminatory Discourse on Afro-American Speech	144
<i>Geneva Smitherman-Donaldson</i>	
7. From "Rights" to "Needs": Official Discourse and the "Welfarization" of Race	176
<i>Mary Sykes</i>	
8. Storytelling and Classroom Discrimination	206
<i>Orlando L. Taylor and Maryon M. Matsuda</i>	
9. How "They" Hit the Headlines: Ethnic Minorities in the Press	221
<i>Teun A. van Dijk</i>	
Index	263