



# The Media Gaze: Representations of Diversities in Canada

*Augie Fleras*

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While Canada is known for its official commitment to diversity, a close look at the country's media reveals that lip service to differences notwithstanding, they rarely engage with it in ways that reflect its presence in Canadian society. *The Media Gaze* exposes the mainstream media's attempts to appear objective, even as they may ignore or misrepresent those who do not share their white, male, middle-class, heterosexual perspective. Drawing on compelling case studies, this incisive survey explores the societal implications of the industry's hidden bias and suggests strategies for countering its dominance.



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