

**RADIO DAYS: REPRESENTATIONS OF RACE AND ETHNICITY
IN JOURNALISTIC NARRATIVES.
A CULTURAL ANALYSIS OF RADIO SERIES
THIS AMERICAN LIFE (1995-2020)**

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Abstract: *Part of the (un)intended role of the media is that of structuring hegemonic and ideological systems of power, which often causes critiques of media texts. The present paper will investigate how various a traditional media genre (radio) favours certain perspectives on social reality over others as a manifestation of ideology. In so doing, the research will try to explain how/why some socially privileged groups with certain psychographics and demographics (men, white, the wealthy, heterosexuals, adults, middle-aged etc.) are over-represented in the radio program This American Life by host and executive producer Ira Glass over 25 years (1995-2020) to the detriment of socially marginalized groups (women, non-whites, the poor, LGBT, children, the elderly, etc.). As the American society evolves in relation to media representation and technology, a cultural analysis of radio texts can explain how ideology supports these changes, while cultural studies as a critical approach is able to explain the dynamic reciprocal relations between media texts and the social systems that invisibly support them.*

Key words: *media representation; ideology; exclusion; stereotypes; assimilation; This American Life.*