DESCRIPTION

The U.S. mainstream media have a love and hate relationship with Latina/os. On the one hand the media treat as hot property such stars as Jennifer Lopez, Eva Longoria and America Ferrera; on the other they contribute to the role of Latina/os as eternal foreigners, having continually to assert their belonging and citizenship. *Latina/os and the Media* brings together the scholarship of communication studies scholars working on issues of Latinidad and presents it in a coherent, vibrant and accessible form to shed light on the complex relationship between Latina/os and the media.

*Latina/os and the Media* includes the coverage of the following: the participation of Latina/os in media production; the forms in which Latina/os are represented in media; the ways that Latina/os interpret media and that other audiences interpret Latina/os in the media; and the social scientific effects of the forms in which Latina/os are represented on Latina/os in particular and culture at large. The book draws on a rich set of examples to illustrate its conclusions. It will be the first port of call for anyone wanting to know about the relationship between Latina/os and the media, including for those students taking classes on minorities and the media, or issues around race and diversity.

ABOUT THE AUTHOR

Angharad Valdivia, Professor of Communications, University of Illinois at Urbana-Champaign
FEATURES

• The first introductory textbook introduction to the complex relationship between Latinos (Latin American immigrants to the US) and the media

• Written by a leading Latina media scholar.

• Brings together a wealth of scholarship from communication and media studies into a single coherent volume on this topic for the first time

• Looks at Latinos in all aspects of media, from participation in production, through the depiction of Latinos in media through to the effects of such depiction on Latinos and US culture at large

• Illustrated with a wealth of examples from television, film, news and advertising

• A volume in the Polity Media and Minorities Series

SERIES

Media and Minorities

For additional product details, please visit https://www.wiley.com/en-us