



Contemporary Latina/o Media: Production, Circulation, Politics



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Just ten years ago, discussions of

Latina/o media could be safely reduced to a handful of TV channels, dominated by Univision and Telemundo. Today, dramatic changes in the global political economy have resulted in an unprecedented rise in major new media ventures for Latinos as everyone seems to want a piece of the Latina/o media market. While current scholarship on Latina/o media have mostly revolved around important issues of representation and stereotypes, this approach does not provide the entire story.

In *Contemporary Latina/o Media*,

Arlene Dávila and Yeidy M. Rivero bring together an impressive range of leading scholars to move beyond analyses of media representations, going behind the scenes to explore issues of production, circulation, consumption, and political economy that affect Latina/o mass media. Working across the disciplines of Latina/o media, cultural studies, and communication, the contributors examine how Latinos are being affected both by the continued Latin Americanization of genres, products, and audiences, as well as by the whitewashing of “mainstream” Hollywood media where Latinos have been consistently bypassed. While focusing on Spanish-language television and radio, the essays also touch on the state of Latinos in prime-time television and in digital and alternative media. Using a transnational approach, the volume as a whole explores the ownership, importation, and circulation of talent and content from Latin America, placing the dynamics of the global political economy and cultural politics in the foreground of contemporary analysis of Latina/o media.



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