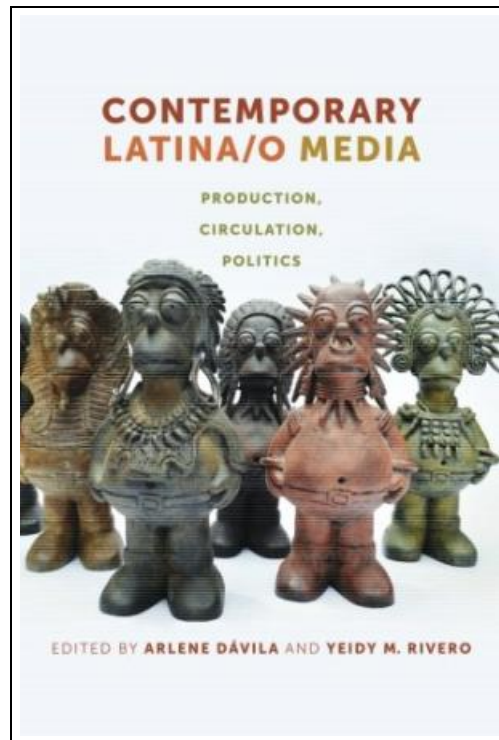


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NYU Press. Paperback. Condition: New. 368 pages. Dimensions: 0.0in. x 0.0in. x 0.0in. Just ten years ago, discussions of Latino media could be safely reduced to a handful of TV channels, dominated by Univision and Telemundo. Today, dramatic changes 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 Latino media market. While current scholarship on Latino media have mostly revolved around important issues of representation and stereotypes, this approach does not provide the entire story. In *Contemporary Latino Media*, Arlene Dvila 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 Latino mass media. Working across the disciplines of Latino 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 Latino media. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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