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| Autore                  | Chavez Christopher   |
| Titolo                  | Reinventing the Latino television viewer : language, ideology, and practice // Christopher Chavez  |
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| ISBN                    | 1-4985-0664-X  |
| Descrizione fisica      | 1 online resource (182 p.)   |
| Disciplina              | 791.45089/68073  |
| Soggetti                | Hispanic Americans on television - United States<br>Hispanic Americans - Social life and customs<br>Hispanic Americans in mass media - United States<br>Code switching (Linguistics) - United States<br>Mass media and ethnic relations - United States  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | Hispanic television and the changing field of Latino cultural production -- Audience reconstruction and the rise of 'new Latino' -- Mixing, switching, and policing linguistic boundaries -- English-language television and linguistic erasures -- The new Hispanic television landscape and the false promise of democracy.  |
| Sommario/riassunto      | Reinventing the Latino Television Viewer examines the relationship between language ideologies and the exploitation of markets within the television industry. A proliferation of television networks owned by large media conglomerates are attempting to reach U.S. Latino viewers with English-language programming. As these dominant mainstream networks enter the Hispanic television space, they are redefining the Latino audience in ways that more closely resemble the mainstream population. |