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Nota di contenuto	Cover; Contents; Acknowledgments; Chapter 1 - Introduction: What Is Latino News?; Theoretical Contexts; Part I - History and Context; Chapter 2 - U.S. Spanish Language Newspapers: 1848-1970; Late 19th-century Newspapers; Early 20th-century Newspapers; La Prensa of San Antonio (1913-1957); Ignacio Lopez and El Espectador (1933-1961); La Opinion; Chapter 3 - History of the Hispanic Audience; Early U.S. Spanish Language Radio: 1920s, 1930s, 1940s; The Early Transnational Hispanic Audience; Changing the Immigrant Paradigm; Early U.S. Spanish Language Television From Regional to National: Hispanic MarketingThe ""Discovery"" of the Hispanic Market (Again); Chapter 4 - Commercial Ethnicity: The Production and Marketing of the Hispanic Audience; Marketing and

Ethnicity; U.S. Hispanic Panethnicity and Racial Formation; Quantifying Ethnicity: The Contemporary Hispanic Audience; The Nielsen Ratings and Hispanic Audience Production; National Hispanic Television Index; Other Spanish Language Media; Univision and Telemundo: The Hispanic Market Institutionalized; Just Another Audience: "Born-Again Hispanic" Programming

Part II - The Production of Contemporary Latino NewsChapter 5 - Nationhood, Nationalism, and Ethnicity in the Making of U.S. Latino News; Latino Journalistic Panethnicity; Latino Objectivity; Latino News; Latin America News; Chapter 6 - Local Latino News: Los Angeles and Miami; Los Angeles; Miami; Chapter 7 - Bilingual and English Language Media; Bilingual Hispanic Media; Bilingual Latino Journalism; English Language Latino Journalism; Chapter 8 - The Future of Latino Media: Suggestions for Further Research; References; Index; About the Author

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Sommario/riassunto

With this study, America Rodriguez examines news making as part of a larger narrative - the self-creation of a cultural, social and political Latino identity in US culture.

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