

1. Record Nr.	UNINA9910822733603321
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Titolo	Reinventing the Latino television viewer : language, ideology, and practice // Christopher Chavez
Pubbl/distr/stampa	Lanham [Maryland] : , : Lexington Books, , [2015] ©2015
ISBN	1-4985-0664-X
Descrizione fisica	1 online resource (182 p.)
Disciplina	791.45089/68073
Soggetti	Hispanic Americans on television - United States Hispanic Americans - Social life and customs Hispanic Americans in mass media - United States Code switching (Linguistics) - United States 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.