



Gabriel A. Cruz

LATINIDAD, IDENTITY  
FORMATION, AND  
THE MASS MEDIA  
LANDSCAPE

Constructing Pocho Villa

Latinx Studies  
Collection Editor  
MANUEL CALLAHAN

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# Latinidad, Identity Formation, and the Mass Media Landscape: Constructing Pocho Villa

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COLLECTION EDITED BY Manuel Callahan

COLLECTION

Latinx Studies

EDITION

1st edition

MARKET

College/higher education  
and Professional and  
scholarly

## This course reading...

- Explores the identity formation of a Chicano man raised in the American South by a Mexican immigrant father and white American mother, and his journey to establishing a Latino identity.
- Considers how mass media can be employed to aid in identity formation.
- Is ideal reading for students of Latinx Studies, Chicanx Studies, Mass Media Studies, Popular Culture, Cultural Anthropology, and Sociology.

### How can mass media be used to help construct a personal sense of Latinidad whilst navigating predominately white spaces?

As the son of a Mexican immigrant man and a white American woman, living in predominately white areas, author **Gabriel Arnoldo Cruz** shares how his identity was shaped by the socio-cultural forces of whiteness and Latinidad. Grappling with challenges of internalized racism and separation from Latinidad, Gabriel documents how he turned to mass media to help construct his Latino identity.

*Latinidad, Identity Formation, and the Mass Media Landscape* details the complexities and benefits of the mass media landscape, and how it can ultimately contribute to identity formation.

A journey of identity evolution from youth to adulthood, this book is ideal reading for students of Latinx Studies, Chicanx Studies, Mass Media Studies, Popular Culture, Cultural Anthropology, and Sociology.

**Gabriel Arnoldo Cruz PhD** is an Assistant Professor of Media Studies at North Carolina Central University.

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