



Gabriel A. Cruz, PhD
*LATINIDAD, IDENTITY
FORMATION, AND
THE MASS MEDIA
LANDSCAPE*
Constructing Pocho Villa

Latinx Studies
Collection Editor
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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 A. 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 A. Cruz PhD is an Assistant Professor of Media Studies at North Carolina Central University.

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