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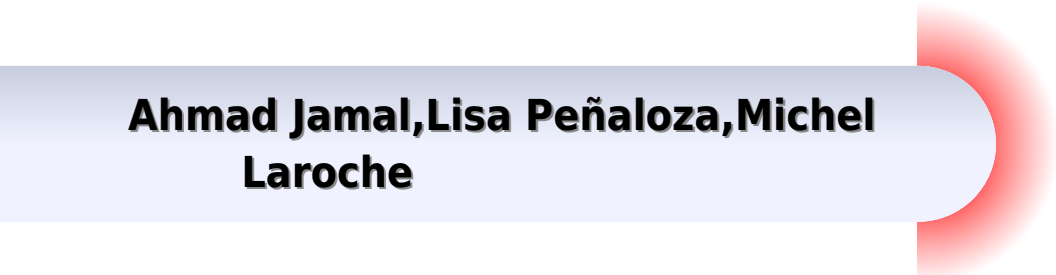


LATINOS INC.

THE MARKETING AND MAKING OF A PEOPLE

Latinos Inc The Marketing And Making Of A People

**Ahmad Jamal,Lisa Peñaloza,Michel
Laroche**



Latinos Inc The Marketing And Making Of A People:

Latinos, Inc. Arlene Dávila, 2001-09-01 Both Hollywood and corporate America are taking note of the marketing power of the growing Latino population in the United States And as salsa takes over both the dance floor and the condiment shelf the influence of Latin culture is gaining momentum in American society as a whole Yet the increasing visibility of Latinos in mainstream culture has not been accompanied by a similar level of economic parity or political enfranchisement In this important original and entertaining book Arlene Dávila provides a critical examination of the Hispanic marketing industry and of its role in the making and marketing of U S Latinos Dávila finds that Latinos increased popularity in the marketplace is simultaneously accompanied by their growing exoticization and invisibility She scrutinizes the complex interests that are involved in the public representation of Latinos as a generic and culturally distinct people and questions the homogeneity of the different Latino subnationalities that supposedly comprise the same people and group of consumers In a fascinating discussion of how populations have become reconfigured as market segments she shows that the market and marketing discourse become important terrains where Latinos debate their social identities and public standing **Latinos, Inc** Arlene M. Dávila, 2001 Dávila has entered the back rooms of a new and important sector of the advertising industry shedding light on the people and businesses that are working to exploit the marketing hot buttons of Hispanic USA Latinos Inc could become a scholarly milestone a vivid portrayal of the strange marriage between cultural anthropology and merchandising strategies that forms an elemental ingredient of U S consumer society Stuart Ewen author of *PR A Social History of Spin* A work derived from prodigious fieldwork that sets a standard for the ethnography of cultural institutions in their varied corporate forms and market participations *Latinos Inc* provides a rich fascinating and fresh empirical venue for theories of identity and ethnicity in the U S George Marcus author of *Ethnography Through Thick and Thin* the first to comprehend how Spanish language network television has reconfigured Latino identity and the first to fully delineate the plurality and heterogeneity of Latino audiences She enables us to understand the formative role played by advertising and commercial culture in shaping the contours of contemporary Latino identities *Latinos Inc* sets a new standard for scholarship in ethnic studies and cultural studies George Lipsitz author of *The Possessive Investment in Whiteness How White People Profit from Identity Politics* Inventing Latinos Laura E. Gómez, 2022-09-06 Named one of the Best Books of the Year by NPR An NPR Best Book of the Year exploring the impact of Latinos new collective racial identity on the way Americans understand race with a new afterword by the author Who are Latinos and where do they fit in America's racial order In this timely and important examination of Latinx identity Ms Laura E Gómez a leading critical race scholar argues that it is only recently that Mexican Americans Puerto Ricans Cubans Dominicans Central Americans and others are seeing themselves and being seen by others under the banner of a cohesive racial identity And the catalyst for this emergent identity she argues has been the ferocity of anti Latino racism In what Booklist calls an incisive study of history complex interrogation of racial construction and

sophisticated legal argument Gomez packs a knockout punch Publishers Weekly illuminating for readers the fascinating race making unmaking and re making processes that Latinos have undergone over time indelibly changing the way race functions in this country Building on the insightful and well researched Kirkus Reviews material of the original the paperback features a new afterword in which the author analyzes results of the 2020 Census providing brilliant timely insight about how Latinos have come to self identify

We Are What We Sell Danielle Sarver Coombs, Bob Batchelor, 2014-01-15 For the last 150 years advertising has created a consumer culture in the United States shaping every facet of American life from what we eat and drink to the clothes we wear and the cars we drive In the United States advertising has carved out an essential place in American culture and advertising messages undoubtedly play a significant role in determining how people interpret the world around them This three volume set examines the myriad ways that advertising has influenced many aspects of 20th century American society such as popular culture politics and the economy Advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the American dream The collection spotlights the most important advertising campaigns brands and companies in American history from the late 1800s to modern day Each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate These volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an American

Latinos, Incorporated Arlene M. Dávila, 2012

Quinceañera Style Rachel Valentina González, 2019-11-15 Quincea era celebrations which recognize a girl s transition to young womanhood at age fifteen are practiced in Latinx communities throughout the Americas But in the consumer driven United States the ritual has evolved from a largely religious ceremony to an elaborate party where social status takes center stage Examining the many facets of this contemporary debut experience Quincea era Style reports on ethnographic fieldwork in California Texas the Midwest and Mexico City to reveal a complex compelling story Along the way we meet a self identified transwoman who uses the quincea era as an intellectual space in her activist performance art We explore the economic empowerment of women who own barrio boutiques specializing in the quincea era s many accessories and made in China gowns And of course we meet teens themselves including a vlogger whose quince planning tips have made her an online sensation Disrupting assumptions such as the belief that Latino communities in the United States can t desire upward mobility without abandoning ethnoracial cultural legacies Quincea era Style also underscores the performative nature of class and the process of constructing a self in the public digital sphere

The Concise Routledge Encyclopedia of the Documentary Film Ian Aitken, 2013 This reference work explores the history of the documentary film It discusses individual films and filmmakers examines national and regional filmmaking traditions elaborates on production companies organizations festivals and institutions explores themes issues and representations and describes various styles techniques

and technical issues **A Companion to Latina/o Studies** Juan Flores, Renato Rosaldo, 2009-02-09 A Companion to Latina o Studies is a collection of 40 original essays written by leading scholars in the field dedicated to exploring the question of what Latino a is Brings together in one volume a diverse range of original essays by established and emerging scholars in the field of Latina o Studies Offers a timely reference to the issues topics and approaches to the study of US Latinos now the largest minority population in the United States Explores the depth of creative scholarship in this field including theories of latinisimo immigration political and economic perspectives education race class gender and sexuality language and religion Considers areas of broader concern including history identity public representations cultural expression and racialization including African and Native American heritage *The Routledge Companion to Ethnic Marketing* Ahmad Jamal, Lisa Peñaloza, Michel Laroche, 2015-06-19 The globalization of marketing has brought about an interesting paradox as the discipline becomes more global the need to understand cultural differences becomes all the more crucial This is the challenge in an increasingly international marketplace and a problem that the world s most powerful businesses must solve From this challenge has grown the exciting discipline of ethnic marketing which seeks to understand the considerable opportunities and challenges presented by cultural and ethnic diversity in the marketplace To date scholarship in the area has been lively but disparate This volume brings together cutting edge research on ethnic marketing from thought leaders across the world Each chapter covers a key theme reflecting the increasing diversity of the latest research including models of culture change parenting and socialization responses to web and advertising role of space and social innovation in ethnic marketing ethnic consumer decision making religiosity differing attitudes to materialism acculturation targeting and ethical and public policy issues The result is a solid framework and a comprehensive reference point for consumer researchers students and practitioners **Doing Anthropology in Consumer Research** Patricia L Sunderland, Rita M Denny, 2016-06-16 Doing Anthropology in Consumer Research is the essential guide to the theory and practice of conducting ethnographic research in consumer environments Patricia Sunderland and Rita Denny argue that while the recent explosion in the use of ethnography in the corporate world has provided unprecedented opportunities for anthropologists and other qualitative researchers this popularization too often results in shallow understandings of culture divorcing ethnography it from its foundations In response they reframe the field by re attaching ethnography to theoretically robust and methodologically rigorous cultural analysis The engrossing text draws on decades of the authors own eclectic research from coffee in Bangkok and boredom in New Zealand to computing in the United States using methodologies from focus groups and rapid appraisal to semiotics and visual ethnography Five provocative forewords by leaders in consumer research further push the boundaries of the field and challenge the boundaries of academic and applied work In addition to reorienting the field for academics and practitioners this book is an ideal text for students who are increasingly likely to both study and work in corporate environments *Spanish-Language Television in the United States* Kenton T. Wilkinson, 2015-09-25 Since its

introduction in the early 1960s Spanish language television in the United States has grown in step with the Hispanic population Industry and demographic projections forecast rising influence through the 21st century This book traces U S Spanish language television s development from the 1960s to 2013 illustrating how business regulation politics demographics and technological change have interwoven during a half century of remarkable change for electronic media Spanish language media play key social political and economic roles in U S society connecting many Hispanics to their cultures of origin each other and broader U S society Yet despite the population s increasing impact on U S culture in elections and through an estimated 1.3 trillion in spending power in 2014 this is the first comprehensive academic source dedicated to the medium and its history The book combines information drawn from the business press and trade journals with industry reports and academic research to provide a balanced perspective on the origins maturation and accelerated growth of a significant ethnic oriented medium

Unbelonging Iván A. Ramos, 2023-07-11 How Latinx artists engage in sonic subcultures to reject neoliberal definitions of belonging What is the connection between the British rock star Morrissey and the Latinx culture of transnational unbelonging What is the relevance of dyke chords in Chicana feminist punk and lesbian dissolution In what ways can dissonant sounds challenge systems of dominance Unbelonging answers these questions and more through an exploration into Mexican and US based Latinx artists writers and creators use of the discordant sounds of punk metal and rock to give voice to the aesthetic of unbelonging a rejection of consumerist and nationalist mentalities Iván A. Ramos argues that racial identity and belonging have historically required legible forms of performance Sound has been the primary medium that amplifies and is used to assign cultural citizenship and for Latinx individuals legibility is essential to music perceived as traditional and authentic to their national origins In the context of twentieth century neoliberal policies which cemented the concept of citizen within logics of consumerism and capitalism Ramos turns to focus on Latinx artists writers and audiences who produce experimental and often inauthentic performances and installations in sonic subcultures to reject new definitions of economic citizenship Organized around studies of a number of artists all whom are explored through the methodological frameworks of sound studies performance studies and queer theory Unbelonging unearths how their very different genres of music share a unifying theme of dissonance With the backdrop of neoliberalism s attempt to define citizenship in relation to economic and cultural legibility Unbelonging offers an urgent analysis of how these oft overlooked queer and feminist performers and fans used sonic illegibility to challenge gender norms official definitions of citizenship and narratives of assimilation Ultimately these forms of inauthenticity move beyond negation and become ways to imagine alternative realities

Encyclopedia of the Documentary Film 3-Volume Set Ian Aitken, 2013-10-18 The Encyclopedia of the Documentary Film is a fully international reference work on the history of the documentary film from the Lumi re brothers Workers Leaving the Lumi re Factory 1885 to Michael Moore s Fahrenheit 9/11 2004 This Encyclopedia provides a resource that critically analyzes that history in all its aspects Not only does this Encyclopedia examine individual

films and the careers of individual film makers it also provides overview articles of national and regional documentary film history It explains concepts and themes in the study of documentary film the techniques used in making films and the institutions that support their production appreciation and preservation

An Introduction to Intercultural Communication Fred E. Jandt, 2024-12-05 An Introduction to Intercultural Communication prepares students to successfully navigate our increasingly interconnected global community by introducing essential communication skills and concepts with the goal of cultivating intercultural communication competencies when interacting with different cultures and ethnic groups Best selling author Fred E Jandt offers students unique insights into intercultural communication at home and abroad through a focus on history culture and popular media Emphasis is also placed on the important roles that stories personal experiences and self reflection play in building our intercultural understanding and competence The Eleventh Edition presents the most extensive revision of the text including tying chapter learning objectives to the content a new Point Counterpoint feature to present both sides of controversial issues in intercultural communication to aid in developing critical thinking skills and current examples that speak to the changing dynamics of our global community

Critical Marketing Pauline Maclaran, Michael Saren, Christina Goulding, Richard Elliott, Miriam Caterall, 2012-06-25 Marketing is still widely perceived as simply the creator of wants and needs through selling and advertising and marketing theory has been criticized for not taking a more critical approach to the subject This is because most conventional marketing thinking takes a broadly managerial perspective without reflecting on the wider societal implications of the effects of marketing activities In response this important new book is the first text designed to raise awareness of the critical ethical social and methodological issues facing contemporary marketing Uniquely it provides The latest knowledge based on a series of major seminars in the field The insights of a leading team of international contributors with an interdisciplinary perspective A clear map of the domain of critical marketing A rigorous analysis of the implications for future thinking and research For faculty and upper level students and practitioners in Marketing and those in the related areas of cultural studies and media Critical Marketing will be a major addition to the literature and the development of the subject

Marketing in the Emerging Markets of Latin America M. Marinov, 2005-10-31 Marketing in the Emerging Markets of Latin America provides a much needed analysis of business and marketing in Latin America The book highlights the diverse characteristics of the Latin American business and marketing environment and the dynamic nature of regional and country markets Addressing a broad variety of historical political economic social cultural and legal issues the book offers unique insights into the enormous opportunities and challenges the region presents for implementing effective marketing strategies The book is an extremely valuable resource for academics practitioners and anyone interested in doing business in or with Latin America

Studies in Symbolic Interaction Norman K. Denzin, 2009-10-01 Divided into four parts this title examines commodity racism representation racialization and resistance It presents the interpretive works in the interactionist tradition It features the essays which

interrogate the intersections between biography media history politics and culture *Communicative Spaces in Bilingual Contexts* Ana Sánchez-Muñoz, Jessica Retis, 2022-09-30 This collection bridges disciplinary scholarship from critical language studies Latinx critical communication and media studies scholarship for a comprehensive exploration of Spanish English bilingualism in the US and in turn elucidating more broadly our understanding of bilingualism in a post digital society Chapters offer a state of the art on research at the intersection of language communication and media with a focus on key debates in Spanish English bilingualism research The volume provides a truly interdisciplinary perspective synthesizing a wide range of approaches to promote greater dialogue between these fields and examining different communicative bilingual spaces These include ideological spaces political spaces publicity and advertising spaces digital and social media spaces entertainment and TV spaces and school and family spaces This book will be of interest to students and scholars in bilingualism language and communication language and media and Latin American and Chicano studies *Elusive Consumption* Karin M. Ekström, Helene Brembeck, 2020-05-27 In the context of rising consumerism and globalization books on consumption are numerous These tend to be firmly rooted in particular disciplines however sociology anthropology business or cultural studies and as a result often present a blinkered view Charged with the mission of unravelling what consumption means and how it operates the worlds leading experts were flown to a secluded location in Sweden to battle it out This pioneering book represents the outcome Ranging from the little black dress to on line communities *Elusive Consumption* challenges our very understanding of consumerism How successful is the advertising world in manipulating our buying patterns Does the global marketplace promote cultural homogeneity or heterogeneity Is the West really more of a consumerist civilization than other countries Does the advertising of certain products influence a voters choice of political party How are products associated and marketed to different genders These controversial topics and many more are discussed Covering virtually every aspect of the word consumerism *Elusive Consumption* provides a state of the art view of the highly commercialized society we inhabit today Some might have it that consumers are unwitting pawns completely lacking in agency Others might argue that consumer choices are empowering and subtly shape production Richard Wilk Colin Campbell John F Sherry Richard Elliott Russell Belk and Daniel Miller who offers the most persuasive argument in this battle royal **Australia and Latin America** Barry Carr, John Minns, 2014-08-01 This is a good time to reflect on opportunities and challenges for Australia in Latin America Impressive economic growth and opportunities for trade and investment have made Latin America a dynamic area for Australia and the Asia Pacific region A growing Latin American population Australia s attractiveness to Latin American students a fascination with the cultural vibrancy of the Americas and an awareness of Latin America s increasingly independent stance in politics and economic diplomacy have all contributed to raising the region s profile This collection of essays provides the first substantial introduction to Australia s evolving engagement with Latin America identifying current trends and opportunities and making suggestions about how

relationships in trade investment foreign aid education culture and the media could be strengthened

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