

Contents

| | |
|---|-----------|
| Acknowledgments | ix |
| Introduction | 1 |
| | |
| Chapter 1: Latina/os in the Audience | 11 |
| The Changing Demography | 12 |
| The Hispanic Market | 16 |
| The Role of Nielsen | 20 |
| Mass Media and the American Family | 23 |
| Children Understanding Television and Other Media | 28 |
| | |
| Chapter 2: The Latina/o Youth Market | 35 |
| The Development of Spanish-Language Television | 35 |
| Spanish-Language Television for Young People | 42 |
| Latino-themed Programming | 45 |
| Programming for Younger Children | 50 |
| Is More Better or Is It Just More? | 53 |
| Studying the Audience | 56 |
| | |
| Chapter 3: Latina/o Media Consumption | 63 |
| Latino Family Participants | 65 |
| Spanish- vs. English-Language Television | 68 |
| Perspectives on Spanish-Language Television | 76 |
| Parents of Young Children Talk About the Media | 80 |
| Children's Choices: Youth Explain Their Media Use | 86 |

| | |
|--|------------|
| Chapter 4: Connecting to “Home” | 99 |
| Telenovelas: Entertainment from “Home” | 100 |
| Telenovelas in the U.S. Market | 107 |
| Getting News from “Home” | 113 |
| Television on the Border | 121 |
| | |
| Chapter 5: Concerning Representation: Latina/os in English-Language Media | 125 |
| Latina/o Imagery | 125 |
| Audience Response: | |
| The Good, the Bad, and the “Spicy” | 130 |
| New Opportunities and Positive Thinking | 136 |
| Children See Difference | 141 |
| Representation Matters | 150 |
| | |
| Chapter 6: (Re)Imagining a Latina/o Audience | 157 |
| Complexities and Contradictions | 157 |
| Positive Representations and Other Possibilities | 161 |
| Questions of Language | 165 |
| Considering the Future | 174 |
| | |
| Appendix A | 181 |
| Notes | 189 |
| References | 193 |
| Index | 209 |