

Communication and Critical/Cultural Studies >

Volume 4, 2007 - [Issue 2](#)

1,916 20

Views CrossRef citations to date

3

Altmetric

Original Articles

Crossing Over: Hybridity and Hegemony in the Popular Media

[Helene A. Shugart](#) 

Pages 115-141 | Published online: 08 May 2007

 Cite this article  <https://doi.org/10.1080/14791420701296505> Full Article Figures & data Citations Metrics Reprints & Permissions[Read this article](#) Share

Abstract

In this essay, I assess how the threat of “hybridity,” as represented in the mediated construction of Jennifer Lopez, is negotiated and contained in the context of contemporary popular culture. I argue that, in this case, hybridity is shored up against a narrative of authentic “otherness,” secured via a particularly gendered and sexualized discourse of excess, in ways that implicitly address a crisis of racial/ethnic integrity and ultimately serve to preserve whiteness. This case study of the contemporary cultural management of hybridity provides meaningful insight as to the continence of whiteness in a (post)modern age as well as to how its borders are marshaled and maintained in the face of attendant challenges.

Keywords:

[Hybridity](#)[Whiteness](#)[Excess](#)[Popular Culture](#)

A version of this essay was presented at the 2003 annual conference of the National Communication Association, in Miami Beach, Florida.

A version of this essay was presented at the 2003 annual conference of the National Communication Association, in Miami Beach, Florida.

Acknowledgements

The author would like to thank John Sloop and two anonymous reviewers for their helpful comments and suggestions.

Notes

A version of this essay was presented at the 2003 annual conference of the National Communication Association, in Miami Beach, Florida.

1. See, e.g., Larry Gross, *Up from Invisibility: Lesbians, Gay Men, and the Media in America* (New York: Columbia University, 2001); Stuart Hall, "Encoding/Decoding," in *Culture, Media, Language: Working Papers in Cultural Studies, 1972-1979*, ed. Stuart Hall (London: Hutchinson, 1980), 128-138; bell hooks, *Yearning: Race, Gender, and Cultural Politics* (Boston: South End, 1990); T. T. Minh-ha, *When the Moon Waxes Red: Representation, Gender and Cultural Politics* (New York: Routledge, 1991); Edward W. Said, *Orientalism* (New York: Pantheon, 1978); Guyatri C. Spivak, *In Other Worlds: Essays in Cultural Politics* (New York: Routledge, 1988).

2. For studies of mediated representations of gender, see, e.g., Susan Bordo, *Unbearable Weight: Feminism, Western Culture, and the Body* (Berkeley: University of California, 1993); Bonnie J. Dow, *Prime-time Feminism: Television, Media Culture, and the Women's Movement since 1970* (Philadelphia: University of Pennsylvania Press, 1996); Susan Faludi, *Backlash: The Undeclared War against American Women* (New York: Crown, 1991); Susan Faludi, *Stiffed: The Betrayal of the American Man* (New York: William Morrow, 1999); Jean Kilbourne, "Beauty and the Beast of Advertising," in *Gender, Race, and Class in Media*, ed. G. Dines and J. M. Humez (Thousand Oaks, CA: Sage, 1995), 121-25; Judith Mayne, "The Woman at the Keyhole: Women's Cinema and Feminist Criticism," in *Revision: Essays in Feminist Film Criticism*, ed. Mary Ann Doane, P. Mellencamp, and L. Williams (Los Angeles: American Film Institute, 1984), 49-66;

Laura Mulvey, "Visual Pleasure and Narrative Cinema," *Screen* 16 (1975): 6-18; Janice A. Radway, *Reading the Romance: Women, Patriarchy, and Popular Literature* (Chapel Hill: University of North Carolina Press, 1984); Nick Trujillo, "Hegemonic Masculinity on the Mound: Media Representations of Nolan Ryan and American Sports Culture," *Critical Studies in Mass Communication* 8 (1991): 290-308; Naomi Wolf, *The Beauty Myth: How Images of Beauty are Used against Women* (New York: Anchor, 1991). For studies of mediated representations of race/ethnicity, see, e.g., Herman Gray, *Watching Race: Television and the Struggle for "Blackness"* (Minneapolis: University of Minnesota, 1995); Stuart Hall, "The Whites of their Eyes: Racist Ideologies in the Media," in *Gender, Race, and Class in Media*, ed. G. Dines and J. M. Humez (Thousand Oaks, CA: Sage, 1995), 180-222; bell hooks, *Black Looks: Race and Representation* (Boston: South End, 1992); Sut Jhally and J. Lewis, *Enlightened racism: The Cosby Show, Audiences, and the Myth of the American Dream* (Boulder: Westview, 1992); Tom K. Nakayama, "Show/down Time: 'Race,' Gender, Sexuality, and Popular Culture," *Critical Studies in Mass Communication* 11 (1994): 162-79; J. F. MacDonald, *Blacks and White TV: African Americans in Television since 1948* (Chicago: Nelson Hall, 1992); Mark P. Orbe, "Constructions of Reality on MTV's *The Real World*: An Analysis of the Restrictive Coding of Black Masculinity," *Southern Communication Journal* 64 (1998): 32-47; Naomi R. Rockler, "Race, Whiteness, 'Lightness,' and Relevance: African American and European American Interpretations of *Jump Start* and *The Boondocks*," *Critical Studies in Media Communication* 19 (2002): 398-418; Eric K. Watts and Mark P. Orbe, "The Spectacular Consumption of 'True' African-American Culture: 'Whassup' with the Budweiser Guys?" *Critical Studies in Media Communication* 19 (2002): 1-20. For studies of mediated representations of class, see, e.g., Dana L. Cloud, *Consolation and Control and American Culture and Politics: Rhetorics of Therapy* (Thousand Oaks, CA: Sage, 1998); Dana L. Cloud, "Laboring under the Sign of the New," *Management Communication Quarterly* 15 (2001): 268-78; Dana L. Cloud, "Rhetoric and Economics: Or, How Rhetoricians Can Get a Little Class," *Quarterly Journal of Speech* 88 (2002): 342-62; A. B. Jordan, "Social Class, Temporal Orientation, and Mass Media Use within the Family System," *Critical Studies in Mass Communication* 9 (1992): 374-87; D. Kumar, "Mass Media, Class, and Democracy: The Struggle over Newspaper Representation of the UPS Strike," *Critical Studies in Media Communication* 18 (2001): 285-302; S. Thomas and S. V. LaShay, "Bad Business? A Reexamination of Television's Portrayal of Business Persons," *Journal of Communication* 42 (1992): 95-106; J. F. Tracy, "'Smile While I Cut Your Throat': Mass Media, Myth, and the Contested 'Harmonization' of the WorkingClass," *Journal of Communication Inquiry* 25 (2001): 123-48. For studies

of mediated representation of sexuality, see, e.g., Robert Alan Brookey, "A Community like Philadelphia," *Western Journal of Communication* 60 (1996): 40–56; Robert Alan Brookey and Robert W. Westerfelhaus, "Pistols and Petticoats, Piety and Purity: To Wong Foo, the Queering of the American Monomyth, and the Marginalizing Discourse of Deification," *Critical Studies in Media Communication* 18 (2001): 141–56; Bonnie J. Dow, "Ellen, Television, and the Politics of Gay and Lesbian Visibility," *Critical Studies in Media Communication* 18 (2001): 123–40; Fred Fejes and K. Petrich, "Invisibility, Homophobia, and Heterosexism: Lesbians, Gay Men and the Media," *Critical Studies in Mass Communication* 10 (1993): 396–422; Gross, *Up from Invisibility*; Helene A. Shugart, "Reinventing Privilege: The New (Gay) Man in Contemporary Popular Media," *Critical Studies in Media Communication* 20 (2003): 67–91; John M. Sloop, "Disciplining the Transgendered: Brandon Teena, Public Representation, and Normativity," *Western Journal of Communication* 64 (2000): 165–89; Suzanna Danuta Walters, *All the Rage: The Story of Gay Visibility in America* (Chicago: University of Chicago, 2001).

3. E.g., Dow, "Ellen"; Shugart.

4. E.g., Gross; Walters.

5. Watts and Orbe, 2–3.

6. Helene A. Shugart, Catherine Egley Waggoner, and D. Lynn O'Brien Hallstein, "Mediating Third-Wave Feminism: Appropriation as Postmodern Media Practice," *Critical Studies in Media Communication* 18 (2001): 194–210.

7. See, e.g., Mary C. Beltran, "The Hollywood Latina Body as Site of Social Struggle: Media Constructions of Stardom and Jennifer Lopez' 'Crossover Butt'", *Quarterly Review of Film and Video* 19 (2002): 71–86; Isabel Molina Guzmán and Angharad N. Valdivia, "Brain, Brow, and Booty: Latina Iconicity in US Popular Culture," *The Communication Review* 7 (2004): 205–21; Angharad N. Valdivia, *A Latina in the Land of Hollywood* (Tucson: University of Arizona, 2000); Angharad N. Valdivia, "The Location of the Spanish in Latinidad: Examples from Contemporary US Popular Culture," *Letras Femeninas* 31 (2005): 60–78.

8. Eric Deggans, "Where are the Latinos?" *Hispanic* 16, September 2003, 38–39.

9. National Council of La Raza, "Out of the Picture: Hispanics in the Media, in *Latin Looks: Images of Latinas and Latinos in the US Media*, ed. C. Rodriguez (Boulder, CO: Westview, 1997), 21.

10. Ana M. Lopez, "Are all Latins from Manhattan? Hollywood, Ethnography, and Cultural Colonialism," in *Unspeakable Images: Ethnicity and the American Cinema*, ed. L. D. Friedman (Urbana, IL: University of Illinois, 1991), 407–8.
11. S. R. Lichter and D. R. Amundson, "Distorted Reality: Hispanic Characters in TV Entertainment," in *Latin Looks: Images of Latinas and Latinos in the US Media*, ed. C. Rodriguez (Boulder, CO: Westview, 1997), 57–72.
12. Charles Ramirez Berg, *Latino Images in Film: Stereotypes, Subversion, Resistance* (Austin: University of Texas, 2002), 68–69.
13. Berg, 72.
14. Berg, 76.
15. Berg, 70–71.
16. Berg, 73.
17. Berg, 76.
18. Lopez, 406.
19. Rodriguez, 80; see also C. E. Cortés, "Chicanas in Film: History of an Image" in *Latin Looks: Images of Latinas and Latinos in the US Media*, ed. C. E. Rodriguez (Boulder, CO: Westview, 1997), 121–41; Lopez; R. Perez, "From Assimilation to Annihilation: Puerto Rican Images in US films," in *Latin Looks: Images of Latinas and Latinos in the US Media*, 142–63; C. E. Rodriguez, "Keeping it Reel? Films of the 1980s and 1990s," in *Latin Looks: Images of Latinas and Latinos in the US Media*, 180–84; Valdivia, *A Latina in the Land of Hollywood*.
20. See, e.g., Molina Guzmán and Valdivia; Valdivia, *A Latina in the Land of Hollywood*.
21. Valdivia, "The Location of the Spanish in Latinidad," 72.
22. Isabel Molina Guzmán, "Gendering Latinidad Through the Elian News Discourse about Cuban Women" *Latino Studies* 1 (2005): 197.
23. Cortés, 129.
24. Ann duCille, "The Shirley Temple of My Familiar," *Transition* (The White Issue) 73 (1998): 35; see also, e.g., Lauren Berlant, "The Face of America and the State of

Emergency,” in *The Queen of America Goes to Washington City: Essays on Sex and Citizenship* (Durham: Duke University Press, 1997), 175–220; Richard Dyer, *White* (New York: Routledge, 1997); Ruth Frankenburg, *White Women, Race Matters: The Social Construction of Whiteness* (Minneapolis: University of Minnesota Press, 1993); Matthew Frye Jacobson, *Whiteness of a Different Color: European Immigrants and the Alchemy of Race* (Cambridge, MA: Harvard University Press, 1998).

25. Respectively, Diane Negra, *Off-white Hollywood: American Culture and Ethnic Female Stardom* (London: Routledge, 2001), 4; Elaine Shohat, “Ethnicities-in-Relation: Toward a Multicultural Reading of American Cinema,” in *Unspeakable images: Ethnicity and the American Cinema*, ed. L. D. Friedman (Urbana: University of Illinois Press, 1991).

26. C. C. Wilson II and Felix Gutierrez, *Minorities and Media: Diversity and the End of Mass Communication* (Beverly Hills, CA: Sage, 1985); see also, e.g., Hall, “Encoding/Decoding”; Said; Dyer.

27. Wilson and Gutierrez, 78.

28. Negra, 5.

29. E.g., Bordo; Julia T. Wood, *Gendered Lives: Communication, Gender and Culture*, 6th ed. (Belmont, CA: Wadsworth, 2003).

30. Molina Guzmán and Valdivia, 214.

31. Respectively, N. Garcia-Canclini, *Hybrid Cultures: Strategies for Entering and Leaving Modernity* (Minneapolis: University of Minnesota, 1995); P. Gilroy, *The Black Atlantic Modernity and Double Consciousness* (Cambridge, MA: Harvard University, 1993), 3.

32. M. Kraidy, “Hybridity in Cultural Globalization,” *Communication Theory* 12 (2002): 316.

33. Homi Bhabha, “The ‘Other’ Question,” in *Literature, Politics, and Theory*, ed H. Bhabha (London: Methuen, 1994), 6; Gilroy; M. Joseph, “Introduction: New hybrid Identities and Performance,” in *Performing Hybridity*, ed. M. Joseph and J. N. Fink (Minneapolis: University of Minnesota, 1999), 1–24; B. Moore-Gilbert, *Postcolonial Theory: Contexts, Practices, Politics* (London: Verso, 1997); P. Werbner, “Introduction: The Dialectics of Cultural Hybridity,” in *Debating Cultural Hybridity: Multicultural*

- Identities and the Politics of Antiracism, ed. P. Werbner and T. Moddod (London: Zed Books, 1997), 1–26.
34. Werbner, 6.
35. E.g., A. Ahmad, “The Politics of Literary Postcoloniality,” *Race and Class* 36 (1995): 1–20; R. Chow, *Writing Diaspora: Tactics of Intervention in Contemporary Cultural Studies* (Indianapolis: Indiana University, 1993); Garcia-Canclini; G. Gomez-Peña, *The New World Border: Prophecies, Poems, and Loquera for the End of the Century* (San Francisco: City Lights, 1996); P. Van der Veer, “The Enigma of Arrival: Hybridity and Authenticity in the Global Space,” in *Debating Cultural Hybridity: Multicultural Identities and the Politics of Antiracism*, ed. P. Werbner and T. Moddod (London: Zed Books, 1997), 90–105.
36. Gomez-Peña, 12–13.
37. Chow, 35.
38. Hamid Naficy. *The Making of Exile Cultures: Iranian Television in Los Angeles* (Minneapolis: University of Minnesota Press, 1993).
39. Kraidy, 317.
40. Kraidy, 333.
41. Kraidy, 334.
42. Molina Guzmán and Valdivia, 213–14.
43. Beltran.
44. E.g., Jeff Jensen, “Marketing to Hispanics: Baseball a Hit in Hispanic Market.” *Advertising Age* 69 (1998): S1; Alfred L. Schreiber, “Defining the ‘New America’: Ads Have Vital Role in Placing Growing Ethnic Groups in Media Mainstream,” *Advertising Age* 69 (1998): 21.
45. A. N. Valdivia, “Latinas as Radical Hybrid: Transnationally Gendered Traces in Mainstream Media,” *Global Media Journal* 2 (2004), para. 13, <http://lass.calumet.purdue.edu/cca/gmj/refereed.htm> (accessed 13 September 2006); see also A. N. Valdivia, “Geographies of Latinidad: Constructing Identity in the Face of Radical Hybridity,” in *Race, Identity, and Representation*, 2nd ed., ed. Cameron

McCarthy, Warren Crichlow, Greg Dimitriadis, and Nadine Dolby (New York: Routledge, 2005), 307–17.

46. Naficy.

47. Elana Levine, “Constructing a Market, Constructing an Ethnicity: US Spanish-Language Media and the Formation of a Syncretic Latino/a Identity,” *Studies in Latin American Popular Culture* 20 (2001): 33–50.

48. Valdivia, “Geographies of Latinidad”; see also Valdivia, “Latinas as Radical Hybrid.”

49. E.g., Beltran; Molina Guzmán and Valdivia; Valdivia, *A Latina in the Land of Hollywood*.

50. Valdivia, “Latinas as Radical Hybrid,” para. 14.

51. Molina Guzmán and Valdivia, 214.

52. Beltran, 74.

53. Maria Elena Cepeda, “Mucho Loco for Ricky Martin; or the Politics of Chronology, Crossover, and Language with the Latin(o) Music ‘Boom’”, *Popular Music and Society* 24 (2000): 55–71; see also Maria Elena Cepeda, “Shakira as the Idealized, Transnational Citizen: A Case Study of Colombianidad in Transition,” *Latino Studies*, 1 (2003): 211–32.

54. Molina Guzmán and Valdivia, 215. Similar dynamics of hybridity and/or panethnicity have characterized other celebrities (especially actors) historically, including Delores Del Rio, Raquel Welch, Rita Hayworth, and Anthony Quinn, for instance, as well as, more recently, Cameron Diaz, although those dynamics play out differently in each case, and both are distinct from the case of Jennifer Lopez, as well. In many of these cases (Welch, Hayworth, and Diaz), ethnicity was—is—effectively erased or ignored (see, e.g., Valdivia, “Geographies of Latinidad”). In other cases (especially Del Rio), her hybridity was almost exclusively manifest in the homogenization of Latin identities, broadly construed (e.g., she was cast as Mexican, Brazilian, Spanish, and even exotically French), thus securing her as “other” rather than explicitly raising the specter of transgressing the borders of whiteness. In Quinn's case, more fluidity marks his hybridity in ways that are quite consistent with Lopez's ambiguity; however, gender is a significant factor here, and as many critics (e.g., Molina Guzmán; Molina Guzmán and Valdivia; Lopez; Valdivia, “The Latina as Radical Hybrid”) have argued, the Latina body

in particular poses a unique and profound threat, calling into question the intersections of race/ethnicity, gender, and sexuality that form the bedrock of whiteness.

55. Beltran, 73.

56. D. Mendoza, "Heavy Hitters," *Daily Variety*, 15 May 2002, A4.

57. Negra.

58. E.g., "Jennifer Lopez," *People*, 14 May 2001, 88-91; V. Chambers and J. Leland, "Lovin' La Vida Loca," *Newsweek*, 31 May 1999, 72-75; E. Gardner and S. D'Orazio, "She's All That," *InStyle*, June 1999, 276-82; R. Tannenbaum, "White heat," *InStyle*, February 2001, 292-300; M. Tauber, "Livin' La Vida Lopez," *People*, 27 May 2002, 112-18.

59. E.g., A. Bozza, "Jennifer the Conqueror," *Rolling Stone*, 15 February 2001, 44-52; Danielle Dubin, Eleni Gage, Jen Lombardo, Samantha McIntyre, Dana Meltzer, and Kara Murphy, "Accessory of the Week: Tod's Scala Clutch," *People*, 27 June 2005, 150; Danielle Dubin, Eleni Gage, Samantha McIntyre, Kara Murphym and Sandra Sobieraj, "Money Bags," *People*, 10 October 2005, 109; "Girl Time," *Essence*, August 2005, 72; T. Gliatto, "Under pressure," *People*, 18 August 2003, 58-63; Bill Higgihs, "Monster Fur Stir," *Daily Variety*, 3 May 2005, 11; A. Kuchment, "Best of the Undressed," *Newsweek*, 6 March 2004; Amrita Singh, "Jewel Box: Profile," *InStyle*, September 2005, 214; Tannenbaum; Tauber, "Livin' La Vida Lopez."

60. F. R. Aparicio and S. Chavez-Silverman, ed., *Tropicalizations: Transcultural Representations of Latinidad* (Hanover, CT: University Press of New England, 1997); G. Perez-Firmat, *Life on the Hyphen: The Cuban-American Way* (Austin: University of Texas, 1994); Cepeda, "Mucho Loco for Ricky Martin."

61. Molina Guzmán and Valdivia, 211.

62. Bozza; Gliatto; Tannenbaum.

63. Bozza; Kuchment; Tannenbaum.

64. E.g., Mark Dagostino, Chris Gardner, and Courtney Hazlett, "Marc's Groupie," *People*, 12 September 2005, 63; "Runway to Hallway," *Cosmo Girl*, August 2005, 92; Valerie Latona and Kristina Ferrante Coleman, "Fancy Feat," *Shape*, August 2005, 68; Karen S. Schneider, Todd Gold, K. C. Baker, Lisa Ingrassia, Caroline Howard, Samantha

McIntyre, Brenda Rodriguez, Kwala Mandel, Karen Nickel Anhalt, and Linda Trischitta, "Jennifer Lopez: This is Me ... Now," *People*, 7 March 2005, 66–72; Lisa Tant, "Fashion Moment," *Flare*, May 2005, 46.

65. Schneider et al., 70.

66. Respectively, Schneider et al., 70; Dagostino et al., 63.

67. Respectively, "Jennifer Lopez On Tour and In Style," *People*, 26 September 2005, 69; Molly Lopez, "J.Lo Takes On J.Fo," *People*, 25 May 2005, 136.

68. See, e.g., M. August, "The \$400 Million Celebrity," *Time*, 27 December 1999, 15; A. Berger, "Jennifer Lopez," *Rolling Stone*, 23 January 2003, 64; R. Corliss, "No Butts About It," *Time*, 29 January 2001, 64; Gardner and D'Orazio; "Jennifer Lopez," *People*, 12 May 1997, 124; "Jennifer Lopez," *People*, 10 May 1999, 187; "Jennifer Lopez," 2001; K. Marnie, "Blessed are the Emaciated," *Report/News magazine*, 8 October 2001, 38–40; "Most Talked About Bodies," *People*, 7 July 2003, 84–90; M. Peyser, "Newsmakers," *Newsweek*, 20 December 1999, 84.

69. Respectively, Berger, "Jennifer Lopez"; Gardner and D'Orazio; "Jennifer Lopez," 1997; "Jennifer Lopez," 1999; Marnie; August; "Most Talked About"; Peyser.

70. August; Peyser.

71. Bordo, 190–91.

72. Bordo, 189.

73. Bordo, 206.

74. F. Negrón-Muntaner, "Jennifer's Butt," *Aztlan* 22 (1997): 189.

75. E.g., Chambers and Leland; "Jennifer Lopez," 1997; "Jennifer Lopez," 2001.

76. E.g., Negrón-Muntaner.

77. Bordo, 195, *italics in original*.

78. Beltran, 83.

79. Richard Dyer, *Heavenly Bodies: Film Stars and Society* (London: Macmillan, 1986), 115.

80. Molina Guzmán and Valdivia, 211–12; see also M. Barrera, “Hottentot 2000: Jennifer Lopez and Her Butt,” in *Sexualities in History: A Reader*, ed. K. Phillips and B. Reay (New York: Routledge, 2000), 110–33; Beltran; S. Gilman, *Difference and Pathology: Stereotypes of Sexuality, Race, and Madness* (Ithaca, NY: Cornell University, 1985); Negrón-Muntaner.

81. See, e.g., Bordo; Gilman.

82. Molina Guzmán and Valdivia, 212.

83. Beltran.

84. Bordo, 9.

85. E.g., August; Gardner and D'Orazio; Chris Holmlund, *Impossible Bodies: Femininity and Masculinity at the Movies* (London: Routledge, 2001); Marnie; “Most Talked About”; Peyser.

86. E.g., Beltran; Negrón-Muntaner.

87. E.g., “Beauty Style Watch,” *Teen People*, May 2005, 95; Deanielle Dubin, Eleni Gage, Jen Lombardo, Samantha McIntyre, and Lili Tan, “Head Games with ... Jennifer Lopez,” *People*, 16 May 2005, 148; Alexandra Parnass, “My Best Beauty Secrets by Jennifer Lopez,” *Harper's Bazaar*, October, 2005, 150–54; Shirley Sealy, “Monster-in-Law,” *Film Journal International*, June 2005, 46; Josh Tyrangiel, “The Diva from the Block,” *Time*, 22 August 2005, 45.

88. Hall, “The Whites of Their Eyes,” 266; also Homi Bhabha, *The Location of Culture* (New York: Routledge, 1994); Dyer, *Heavenly Bodies*.

89. Hall, “The Whites of Their Eyes,” 267, *italics in original*.

90. Bhabha, *The Location of Culture*, 91.

91. Beltran, 84; see also D. Britt, “It's Ethnic America through a Rear-view Mirror,” *Newsday*, 14 October 1998, A41.

92. Britt, A41.

93. Bordo; Gilman.

94. Beltran; Negrón-Muntaner.

95. Molina Guzmán and Valdivia, 218; see also Valdivia, "The Latina as Radical Hybrid"; Valdivia, "Geographies of Latinidad."
96. Negrón-Muntaner.
97. E.g., "Best Shopaholics J.Lo and Ben Affleck," *Entertainment Weekly*, 3 January 2003, 16; J. K. L. Dam, "Jewels of Engagement," *People*, 18 November 2002, 62–66; S. Miller, "Fast-lane Love," *People*, 12 August 2002, 102–8; S. Miller, "Hey, Very Big Spenders," *People*, 17 March 2003, 59; P. Rhule, "J.Lo and Affleck: So Smoochable," *USA Today*, 1 August 2002, D2; Tauber, "Livin' La Vida Lopez."
98. Respectively, Miller, "Hey Very Big Spenders," 59; "Best Shopaholics," 16; Dam, 64.
99. The Fabulous Life of Jennifer Lopez (www.vh1.com/shows/dyn/fabulous_life_of) (accessed 9 September 2006).; Tannenbaum, 294–95.
100. "Best Shopaholics," 16; also, e.g., Gliatto, "Under Pressure"; Miller, "Hey Very Big Spenders"; "Wedding Plan," *People*, 22 September 2003, 70–72.
101. E.g., Tauber, "Livin' La Vida Lopez"; Tyrangiel.
102. E.g., "Jennifer Lopez," 2002; Tannenbaum.
103. "Lopez Meets Third Soul Mate," *Rolling Stone*, 26 December 2002, 100.
104. Miller, "Fast-lane love," 102; also, M. Orecklin, "Lopez is the Marrying Kind," *Time*, 18 November 2002, 76; Rhule.
105. E.g., Nicki Gostin, "The Unwedding Singers," *Newsweek*, 21 June 2004, 77.
106. E.g., Bozza; Tannenbaum.
107. Guzmán.
108. Cesar G. Soriano, "The Media Have Insatiable Appetite for J-Lo," *USA Today*, 17 June 2004, D1.
109. Chambers and Leland, 75.
110. Tauber, "Livin' La Vida Lopez," 116.
111. Bozza, 49.

112. Bozza, 48; see also Gardner and D'Orazio; Gliatto, "Under pressure"; Tannenbaum; Tauber, "Livin' La Vida Lopez."
113. Bozza, 47; also, e.g., Chambers and Leland; Gardner and D'Orazio; Soriano.
114. Greg Adkins, "Table for Two," *People*, 8 March 2004, 21; Donna Freydkin, "J.Lo Has a Lot to Promote—Just Not Herself," *USA Today*, 14 September 2004, D8; "Jennifer Lopez On Tour and In Style"; Kit Zorianna, "The Livin's Easy," *People*, 19 July 2004, 51.
115. Ray Bennett and Chad Williams, "Banderas in Bordertown with Lopez," *Hollywood Reporter* (International Edition), 3 May 2005, 59; Stanley Kauffmann, "Calls of the Wild," *New Republic*, 3 October 2005, 26–27; "Marc's Groupie," p. 63.
116. Michelle Tauber, "Jennifer's Big Surprise!" *People*, 21 June 2004, 68–74.
117. "Everyone Looks Pregnant," *People*, 19 September 2005, 160; "Jennifer Lopez On Tour and In Style"; Tom Gliatto, "Nest in Peace," *People*, 26 July 2004, 58–63; Tom Jokic, "Jenny Gets Right," *Tribute*, April 2005, 22; Karen S. Schneider, "This is Me ... Now," *People*, 3 March 2005, 66–72; Tauber, "Jennifer's Big Surprise!"
118. Respectively, Donna Freydkin and Olivia Barker, "Celebrity Couples: Hot or Not?" *USA Today*, 14 March 2004, D4; "Two Famous Nuyoricans," *Hispanic*, April 2004, 16.
119. Michelle Tauber, "Getting Serious," *People*, 14 June 2004, 70.
120. Adkins, 21.
121. "J.Lo Takes Mexico," *People*, 24 October 2005, 23; see also "Banderas in Bordertown with Lopez"; "Jennifer Lopez On Tour and In Style."
122. Ann Donahue and Chris Lee, "The Slate," *Premiere*, October 2005, 40; "Jennifer Lopez," *Tribute*, September 2005, 46.
123. E.g., "Marc's Groupie"; Cesar G. Soriano, "Lopez and Anthony Will Make Beautiful Music Together at the Grammy's," *USA Today*, 3 February 2005, D3; "Separate Peace," *People*, 17 January 2005, 70–72; "Spousal Support," *People*, 20 December 2004, 85; Archie Thomas and Addie Morfoot, "Bride's Pride," *Variety*, 11 October 2004, 76.
124. "Marc's Groupie"; "Jennifer Lopez On Tour and In Style."
125. "Jennifer Lopez On Tour and In Style."

126. Olivia Abel, Rennie Dyball, Carrie Borzillo-Vrenna, Mark Dagostino, Michael Fleeman, Dede Gallagher, Diane Herbst, Jessica Herndon, Kim Lansing, Marisa Laudadio, Tiffany McGee, Peter Mikelbank, Gail Nussbaum, Frank Swertlow, Fannie Weinstein, and Nicholas White, “J.Lo to Go,” *People*, 5 December 2005, 24; Alexandra Parnass, “My Best Beauty Secrets by Jennifer Lopez,” *Harper's Bazaar*, October 2005, 150–54.

127. Tauber, “Jennifer's Big Surprise,” 72.

128. Molina Guzmán and Valdivia, 214.

129. Molina Guzmán and Valdivia, 219.

130. Joseph, 1; see also, e.g., Bhabha, “The ‘Other’ Question”; Moore-Gilbert; Werbner.

131. Molina Guzmán and Valdivia, 219.

132. Kraidy, 323.

133. Kraidy, 332.

134. E.g., Ahmad; Chow; Garcia-Canclini.

135. Kraidy, 332; 335, emphasis in original.

136. Kraidy, 318; see also Bhabha, “The ‘Other’ Question”; Garcia-Canclini; Molina Guzmán and Valdivia.

137. Bhabha, “The ‘Other’ Question,” 21.

138. Naficy; Levine.

139. Valdivia, “Geographies of Latinidad,” 316.

140. Kraidy.

Additional information

Notes on contributors

Helene A. Shugart

Helene A. Shugart is Associate Professor in the Department of
Communication at University of Utah

Further reading

People also read

Recommended articles

Cited by

© Informa Group plc

[Privacy policy](#)

[Cookies](#)

[Terms & conditions](#)

[Accessibility](#)

[Help](#)

[Contact us](#)

Registered in England & Wales No. 3099067
5 Howick Place | London | SW1P 1WG



Taylor & Francis Group
an **informa** business