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# Crossing Over: Hybridity and Hegemony in the Popular Media

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## 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

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# Notes

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

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# Additional information

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