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# Crossing Over: Hybridity and Hegemony in the Popular Media

Helene A. Shugart

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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

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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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# Notes

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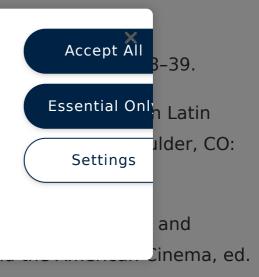
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broadly construed (e.g. she was cast as Mexican Brazilian Snanish and even

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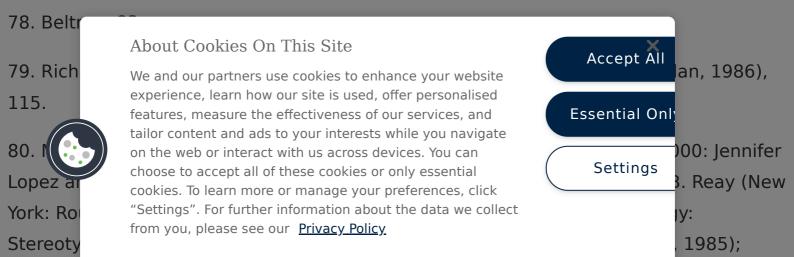
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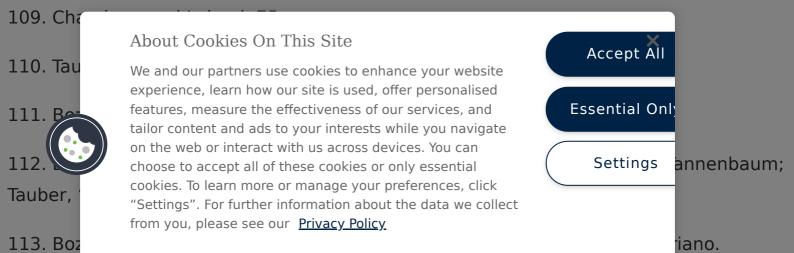
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- 134. E.g., Ahmad; Chow; Garcia-Canclini.
- 135. Kraidy, 332; 335, emphasis in original.
- 136. Kraidy, 318; see also Bhabha, "The 'Other' Question"; Garcia-Canclini; Molina Guzmán and Valdivia.
- 137. Bhabha, "The 'Other' Question," 21.
- 138. Naficy; Levine.
- 139. Valdivia, "Geographies of Latinidad," 316.
- 140. Kraidy.

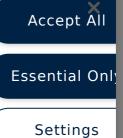
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