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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 continece 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

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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129. Molina Guzmán and Valdivia, 219.

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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.

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