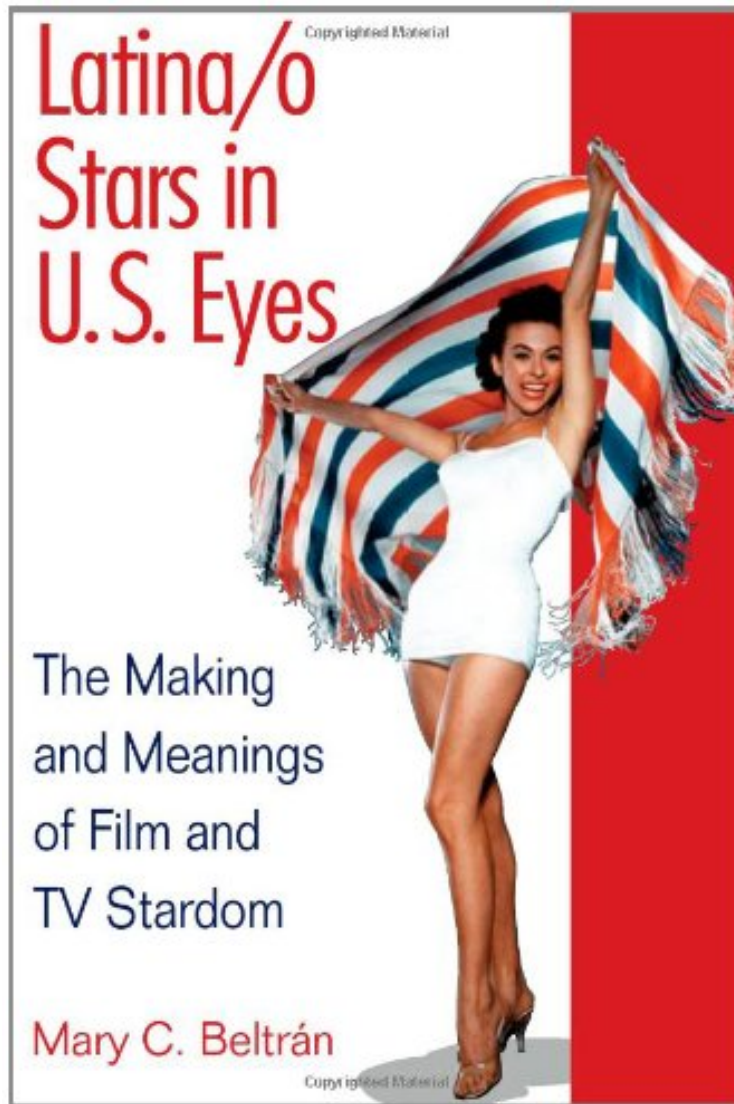


Latina/o Stars in U.S. Eyes: The Making and Meanings of Film and TV Stardom

Mary C. Beltran

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Mary C. Beltran : **Latina/o Stars in U.S. Eyes: The Making and Meanings of Film and TV Stardom** before purchasing it in order to gage whether or not it would be worth my time, and all praised Latina/o Stars in U.S. Eyes: The Making and Meanings of Film and TV Stardom:

This book explores the role film and television stardom has played in establishing, reinforcing, and challenging popular ethnic notions of Latina/os in the United States since the silent film era of the 1920s. In addition to documenting the importance of Latina and Latino stars to American film and television history, Mary C. Beltrn focuses on key moments in the construction of "Hollywood Latinidad" by analyzing the public images of these stars as promoted by Hollywood film studios, television networks, producers, and the performers themselves. Critically surveying the careers of such film and television stars as Dolores Del Rio, Desi Arnaz, Rita Moreno, Freddie Prinze, Edward James Olmos, Jessica Alba, and Jennifer Lopez, *Latina/o Stars in U.S. Eyes* also addresses the impact of the rise in Latina and Latino media producers and the current status of Latina/o stardom.

"Exceptionally well written and researched and achieves the rare triumph of being highly informative and academically rigorous, yet simultaneously accessible and thoroughly enjoyable to read."--Feminist Media Studies