Editorial

Latino matters

Latino Studies (2014) 12, 501–502. doi:10.1057/lst.2014.62

The title of Otto Santa Ana's recent book, *Juan in a Hundred*, plays on the reality that only 1 percent of US network news stories address Latinos. Of this paltry number, the majority offer problematic stereotypes and simplistic analyses. Today, the most frequent stories in the media concerning Latinos tend to sensationalize some aspect of the immigration "problem." Thus, our field bears the crucial responsibility of shedding light on the vast range of Latino matters so frequently ignored in the media and, for that matter, in many academic disciplines. In this context, *Latino Studies* serves as an indispensable tool for the critical dissection of a broad range of Latino issues spanning the social sciences and humanities. This current issue brings together a compelling series of articles that capture the richness and robustness of Latino studies. The essays approach multiple subjects, from a new periodization of border politics to the representation of Latinas in diverse contexts, from neoliberal responses to Brazilians in Newark, to the workload of Latinos in academia and the profiling of Latino languages by African Americans and others.

We lead with Marcel Paret's incisive analysis of shifting approaches to immigration border enforcement from 1942 to the present. He is interested in theorizing how the exploitability of migrant workers is produced and reproduced through tactics and strategies that are adjusted according to variable socio-political circumstances. His analysis helps us make sense of a topic often distorted and poorly contextualized in the news.

Then we have two articles that focus on representations of Latinas. Vera López and Meda Chesney-Lind's work examines the reproduction of stereotypes of young Latinas. They explore how "high-risk" Latinas at a charter school in the southwest view themselves, as well as how others perceive them. López and Chesney-Lind find that girls must constantly battle internalized negative stereotypes as they work to confront harmful perceptions they know others harbor about them. The girls correctly read the attitudes of adults in their social world, whose understanding of Latinas is based on deterministic, cultural deficit models. Gema Guevara follows with an exploration of how one Latina in the world of music controls her image and representation. She argues that Lila Downs very

intentionally enacts a complex, transnational Latinidad. Guevara demonstrates how Lila Downs' performances and lyrics engage with indigeneity and feminism in a manner that appeals to multiple audiences and defies a fixed understanding of nationality and ethnicity.

We then turn to the world of academia. Sylvia Martinez and Robert Toutkoushian look at how Latino faculty members allocate their professional time compared with white faculty. The authors develop models that find that while Latino and white faculty spend a similar time on teaching, research and committee work, Latinos tend to dedicate more time to work-related activities that are not compensated.

Our final essay examines how neoliberal policies and the global financial crisis impact Brazilian immigrants in Newark, New Jersey. Simone Buechler demonstrates how the city promotes, celebrates and profits from multiculturalism when it is convenient and then demonizes and punishes immigrants when the economy goes sour.

We round out the issue with a stimulating El Foro contribution on "Talking while Bilingual," which is how Ana Celia Zentella describes the constant attack on Latino ways of speaking, specifically their use of Spanish in public settings. She calls attention to how African Americans are invited to support pro-English policies through the flaming of anti-immigrant rhetoric and fear of competition for jobs. Zentella demonstrates the harsh impact of language-related attacks on Latinos and calls upon scholars in Latino studies to focus more attention on the offensive and harmful practice of linguistic profiling. Finally, we feature four excellent book reviews, on topics ranging from Chicago history to media representations and gay Cuban Miami. Enjoy!

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