



"The Construction of Hispanic and Latino/a Identities in US Public Life"

Presented by
Dr. Andrew Eugene Lynch

Dr. Lynch's talk will describe the political and economic forces that have shaped the construct of 'Hispanic' or 'Latina/o' identity in US public life in the late 20th century. He will consider the interdependent roles of civic organizations, political leaders, government, and the mass media in the creation of this construct, which now constitutes a vital element of postmodern US society. He will also highlight the consumerist dimension of the process, drawing upon critical cultural theory.

Dr. Lynch currently serves as the Associate Dean for Program Development in the College of Arts & Sciences and is a professor of Spanish and Latin American Studies at the University of Miami. He is the author of *Spanish in Miami: Sociolinguistic Dimensions of Postmodernity* (Routledge, 2022); editor of *Spanish in the Global City* (Routledge Language Handbook series, 2020); and co-author of *El español en contacto con otras lenguas* (Georgetown University Press, 2009). He is also the Editor in Chief for the *Heritage Language Journal*.

THURSDAY
February 22
4:30 p.m.
Gambrell Hall
Room 429



**Walker Institute of
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College of Arts and Sciences
UNIVERSITY OF SOUTH CAROLINA

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