



# Reclaiming Poch@ Pop: Examining the Rhetoric of Cultural Deficiency (Latino Pop Culture)

*Cruz Medina*

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Tracing the historical trajectory of the pocho (Latinos who are influenced by Anglo culture) in pop culture, Medina shows how the trope of pocho/pocha/poch@, which traditionally signified the negative connotation of "cultural traitor" in Spanish, has been reclaimed through the pop cultural productions of Latinos who self-identify as poch@.

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