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GOLDEN BLOSSOM® HONEY GINGERED CHICKEN
3 lbs. chicken parts or breasts
1/3 cup GOLDEN BLOSSOM HONEY®
1/3 cup chili sauce or catsup
1/3 cup soy sauce
1 teaspoon ginger

In a shallow baking pan arrange chicken. Combine remaining ingredients in a small bowl. Pour over chicken. If time allows, let marinate up to one hour. Bake for 30-40 minutes at 350° (30 minutes if using boneless breasts). Baste occasionally.
Microwave Instructions: Place chicken in a baking dish with thickest parts to the outside edge. Combine remaining ingredients. Pour over chicken. Cover with wax paper. Microwave on High (100%) 10 minutes. Rotate dish half a turn, baste with sauce, cover and cook 7-11 minutes more. If using boneless breasts, reduce total cooking to 11-13 minutes.



GOLDEN BLOSSOM. IT JUST TASTES BETTER.

Pop Culture Embraces Hispanic Images

By STEVEN D. STARK

HISPANIC stars and themes, symbolized by the well-publicized success of the film "La Bamba," appear to be permeating American popular culture as never before.

Scholars, groups that monitor the press and television, entertainers and others say the changes are now being felt not only in films, music and television, but also in advertising and the food industry.

"We've begun to see a real change for Hispanics, both in the variety of leading roles and in the depiction of different types of characters," said Allen Woll, an assistant professor of history at Rutgers University in Camden, N.J., who is the author of "The Latin Image in American Film" (University of California at Los Angeles, 1980).

The crossing over of Hispanic images into the wider culture is not entirely new: film stars such as Cesar Romero, Carmen Miranda and Desi Arnaz were popular in the 1940's and 1950's, and the influence of Americans of Hispanic origin on popular music and dancing has always been strong.

But in the last few months, the film industry has witnessed two successes: "La Bamba," the story of the Mexican-American 1950's rock star Ritchie Valens, which grossed more than \$53 million, according to industry statistics, and Cheech Marin's "Born in East L.A.," a comedy about a Mexican-American mistakenly arrested in an immigration raid, which has grossed about \$14 million.

In music, Hispanic artists like Los Lobos, the Miami Sound Machine and Lisa Lisa have all recently produced top-10 hits. On television, Elizabeth Pena is starring in ABC's new situation comedy "I Married Dora," and the other major networks are planning to introduce two new shows starring Hispanic Americans as midseason replacements.

The growth in interest in Hispanic culture reflects the growing importance of a market. According to a recent report from the United States Census Bureau, while the non-Hispanic population has grown by 6 percent, the nation's Hispanic population has increased 30 percent since 1980, to 18.8 million from 14.5 million. It should grow to at least 27 million by the year 2000, according to Strategy Research Corporation, a marketing-research company based in Miami.

But the cultural interest also comes at a time when many Hispanic people in the United States are less well off than in the past. For example, the average earnings for Hispanic men declined from \$13,081 in 1981 to \$11,958 in 1986, after adjustment for inflation, according to a recent Census Bureau report.

Nor have negative images of Hispanic people disappeared. A study in July by the Center for Media and Public Affairs, a Washington organization that analyzes news and entertainment, found that Hispanic characters rarely appear on television; when they do, they commit twice as many crimes as white characters and three times as many as black characters. The study was based on a content analysis of a sample of television shows over the last three decades.

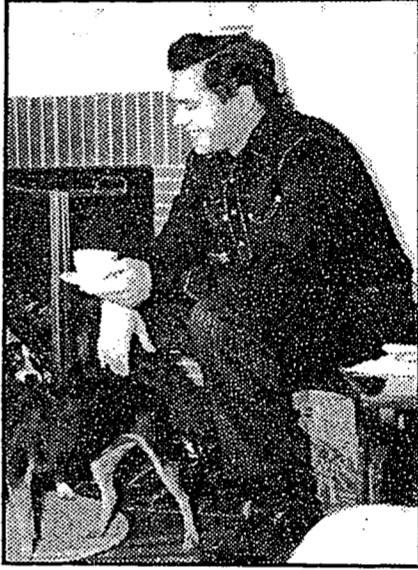
Still, the current trend is a far cry from when the images of Hispanic people in popular culture tended to run from the Jose Jimenez character created by the comedian Bill Dana to the Frito Bandito in advertisements.

"For the first time Americans are seeing the Hispanic immigrant experience as part of the variety of American experience and not as an alien one," said Carlos Cortes, a professor of history at the University of California at Riverside, who has written articles on the depiction of Hispanic Americans.

Professor Cortes and others cite these examples:

- In movies, following on the heels of this year's successes, two major projects are due for release next year — Robert Redford's "Milagro Beanfield War," the saga of migrant Mexican-American workers in New Mexico based on the John Nichols book, and Jane Fonda in an adaptation of Carlos Fuentes's "Old Gringo."

- On television, Hispanic actors and actresses are appearing with more frequency. Edward James Olmos



The success of "La Bamba," top left, shows how Hispanic themes have entered the popular culture, extensions of early stars like Carmen Miranda, above, and Desi Arnaz, left.

plays Lieut. Martin Castillo, Sonny Crockett's boss on "Miami Vice," and Jimmy Smits has been praised for his portrayal of the lawyer Victor Sifuentes on "L.A. Law." S. Robert Lichter, co-author of the study of Hispanic Americans on television by the Center for Media and Public Affairs, said, "This is the first real opportunity for a breakthrough for Hispanics on television."

- In music, the Los Lobos remake of Mr. Valens's 1959 hit "La Bamba" has been joined at the top of the charts this year by songs by such Hispanic artists as Lisa Lisa ("Head to Toe") and the Miami Sound Machine featuring Gloria Estefan ("Rhythm Is Gonna Get You"). Other artists are incorporating Spanish lyrics and rhythms into hit songs, including Madonna in "La Isla Bonita" and "Who's That Girl?" Linda Ronstadt, whose father is of Mexican descent, is due to release an album of Mexican songs, recorded in Spanish and titled "Canciones de Mi Padre" ("Songs of My Father").

- In advertising, businesses in many communities have been targeting Hispanic markets for years. Now, Hispanic Americans are also being featured prominently in television commercials aimed at national audiences. In the new McDonald's "Into the Night" television advertisement, for example, a young couple named Martinez converse in Spanish and share dinner at the husband's law office as he works late.

- In food, Mexican dishes have become a national habit, moving beyond their traditional market in the Southwest. From 1980 to 1986, the number of franchise restaurants specializing in Mexican food increased by more than 60 percent, according to the Department of Commerce. From 1980 to 1987, sales of Mexican food in grocery stores rose 230 percent, according to SAMI-Burke Inc., a New York market-research concern. "Mexican food is becoming mainstream food," said Joan Lang, executive editor of Restaurant Business Magazine, a New York trade publication.

If these examples mark a turning point, it will be a change that has been a long time coming, according to the scholars interviewed. In early silent movies Mexican-Americans were "greasers, the most villainous of ethnic screen images," according to Mr. Woll. "The only way you could be a good greaser was if you betrayed your people and helped the Anglos," he said.

Over the years, the images of Hispanic Americans as presented in films and later in television improved in cycles, Mr. Woll said, but left persistent stereotypes — the outlaw, for example, the hot-tempered lover or the musician strumming guitars under balconies.

In the 1980's, Hispanic people have often been cast as violent gang members or drug dealers. Professor Cortes said, citing movies like "Stand Alone," "Running Scared," "Prince of the City," "Scarface" or "Eight Million Ways to Die." "We've gone from being Western bandits to urban bandits," he said.

It is this long history that causes some Hispanic Americans to be cautious about the meaning of recent commercial successes. "What's happening is very exciting," said Helen Hernandez, vice president of public affairs for Columbia/Embassy Television in Los Angeles and co-chairwoman of the Hispanic Media Image Task Force, which monitors depictions of Hispanic Americans. "But whether the changes will be lasting or short term, only time will tell."

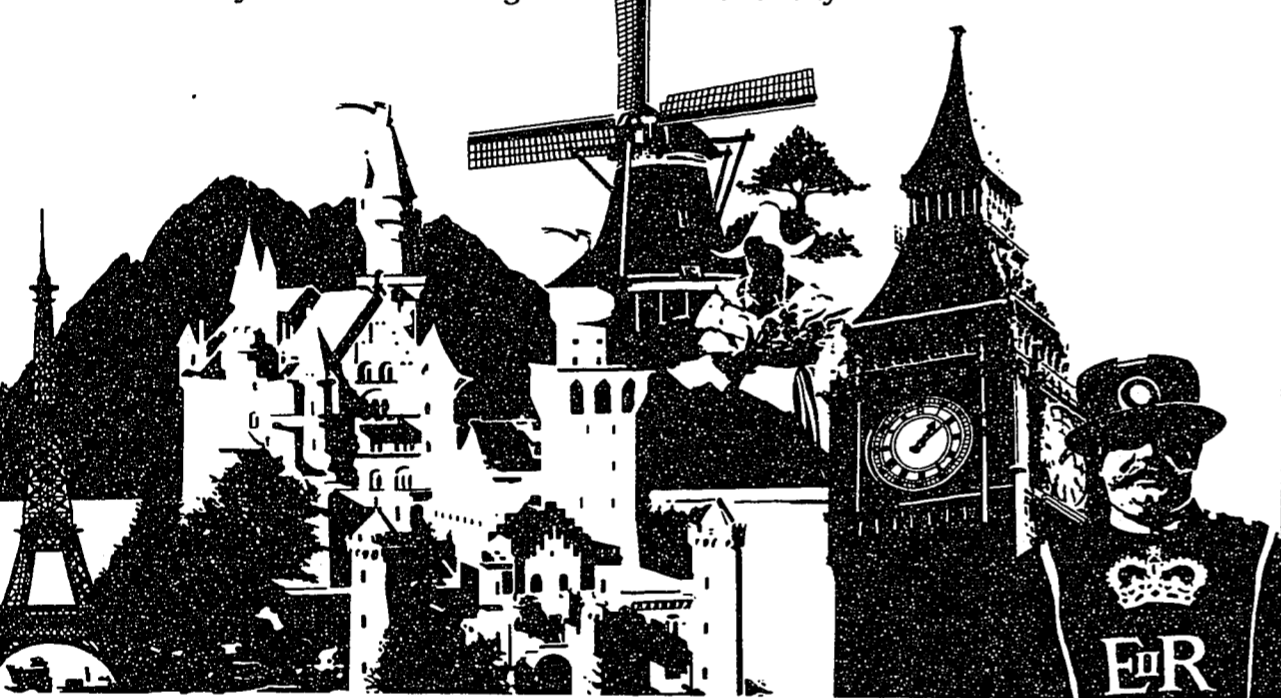
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