

College of Arts & Science
Center for the Humanities
Hemispheric Studies Research Group

All in the Cuban American/ Sit-Com Family: 'Que Pasa USA?' (1975-1980)

Friday January 29, 2010

Reception: 4:30 p.m.

Lecture: 5:00 p.m.

Roberto C. Goizueta Pavilion
2nd Floor Richter Library
1300 Memorial Drive
University of Miami

¿QUÉ PASA, USA?

Yeidy Rivero

*Associate Professor of American
Culture, and Screen Arts
and Cultures*

University of Michigan



¿Qué Pasa, USA? is America's first bilingual situation comedy. The program explores the trials and tribulations faced by the Peña family of Miami as they struggle to cope with a new country and a new language. The series focuses on the identity crisis of the members of the family as they are pulled in one direction by their elders - who want to maintain Cuban values and traditions - and pulled in other directions by the pressures of living in a predominantly Anglo society.

Yeidy Rivero is an Associate Professor in the Departments of American Culture, and Screen Arts and Cultures at the University of Michigan. Her work examines how national and transnational cultural identities are constructed and negotiated through media discourses about race, ethnicity, nationality, and gender. Author of *Tuning Out Blackness: Race and Nation in the History of Puerto Rican Television* (Duke University Press, 2005), Rivero's current research explores the ways in which television in 1950s Cuba was utilized as a commercial-national medium to re-articulate discourses of modernity.

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