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Latin Looks

Images of Latinas and Latinos
in the U.S. Media

Praise for
Latin Looks

Images of Latinas and Latinos
in the U.S. Media

"With depth and perception, Clara Rodríguez sketches the face of a people who have been mostly portrayed in outtakes and as mistakes in celluloid and print."


Melita Marie Garza

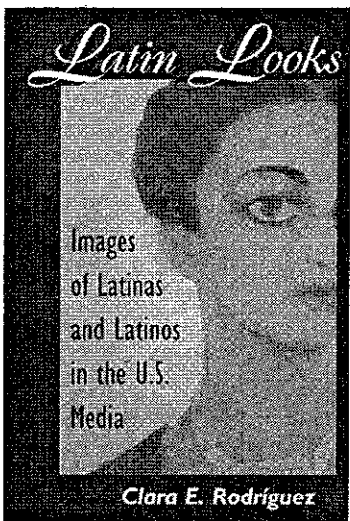
Chicago Tribune

"An important and informative work regarding the history of Latino performers in the entertainment industry and Hollywood's stereotypical view of the roles and images they are hired to portray. Clara Rodríguez's excellent research and writing can be a first-class resource for students as well as film buffs."

Gil Avila

Executive, Screen Actors Guild

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edited by Clara E. Rodríguez



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What are "Latin looks"? A Latin look may seem at first blush to be something that everyone recognizes—brunette, sensual, expressive, animated, perhaps threatening.

But upon reflection, we realize that these are the images that are prevalent in the media, while the reality in Latino communities is of a rich diversity of people and images. This book brings together a selection of the best, the most interesting, and the most analytically sophisticated writing on how Latinos have been portrayed in movies, television, and other media since the early years of the twentieth century and how images have changed over time in response to social and political change. Particular emphasis is given to representations of class, gender, color, race, and the political relationship between the United States and Latin America. Together the essays offer a corrective lens for interpreting how images are created, perpetuated, and manipulated.



Contributors

Frank Algarin, Daniel R. Amundson, Charles Ramírez Berg, Patricia Constantinakis-Valdés, Carlos E. Cortés, Lillian Jiménez, Liz Koltz, S. Robert Lieber, National Council of La Raza, Santiago Nieves, Chon Noriega, Riche Pérez, Jorge Quiroga, Diana I. Rios, Clara E. Rodríguez, Alberto Sandoval Sánchez, Federico Subervi-Vélez, Kenton T. Wilkinson, Linda Williams.

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