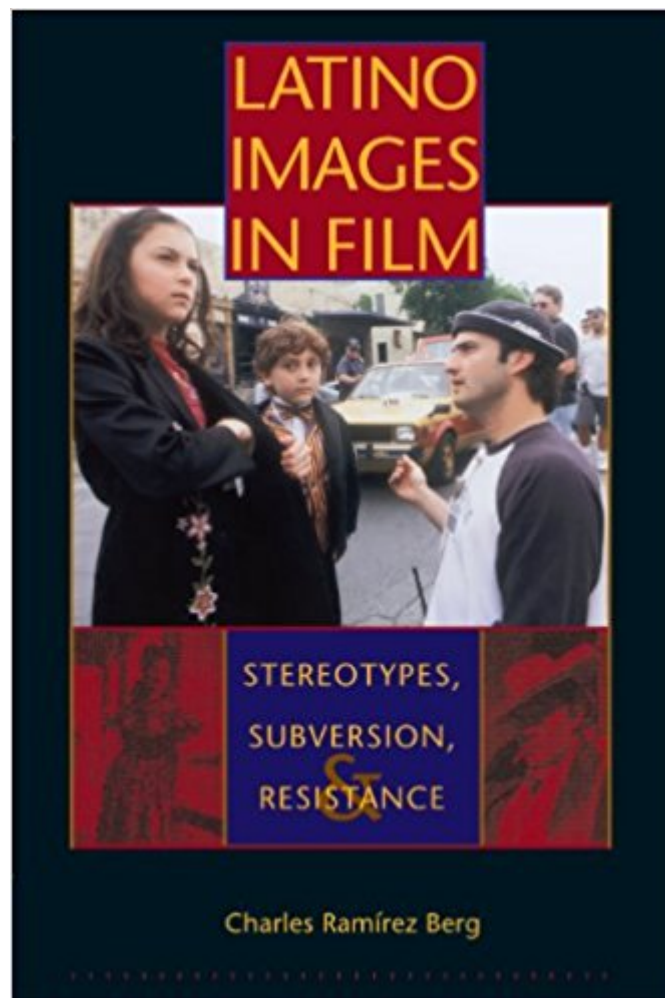




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# Latino Images In Film: Stereotypes, Subversion, And Resistance (Texas Film And Media Studies Series)



## Synopsis

The bandido, the harlot, the male buffoon, the female clown, the Latin lover, and the dark lady—these have been the defining, and demeaning, images of Latinos in U.S. cinema for more than a century. In this book, Charles Ramírez Berg develops an innovative theory of stereotyping that accounts for the persistence of such images in U.S. popular culture. He also explores how Latino actors and filmmakers have actively subverted and resisted such stereotyping. In the first part of the book, Berg sets forth his theory of stereotyping, defines the classic stereotypes, and investigates how actors such as Raúl Julia, Rosie Pérez, José Ferrer, Lupe Vélez, and Gilbert Roland have subverted stereotypical roles. In the second part, he analyzes Hollywood's portrayal of Latinos in three genres: social problem films, John Ford westerns, and science fiction films. In the concluding section, Berg looks at Latino self-representation and anti-stereotyping in Mexican American border documentaries and in the feature films of Robert Rodríguez. He also presents an exclusive interview in which Rodríguez talks about his entire career, from *Bedhead* to *Spy Kids*, and comments on the role of a Latino filmmaker in Hollywood and how he tries to subvert the system.

## Book Information

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## Customer Reviews

"This book fills a void in bringing together Hollywood stereotyping and Latino self-representation in one study. With clarity and insight, Berg demonstrates why it is so important to take such an

approach." (Chon Noriega, author of Shot in America: Television, the State, and the Rise of Chicano Cinema)

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Has a very good explanation for the origin of the latino stereotypes in Hollywood films, and may apply also for mainstream tv series and other kind of audiovisual productions. Used it for a recent stereotype study in American and Colombian tv series and helped a lot to also understand what Latino images are being adopted by foreign filmmakers.

great price

Than you so much for your shipment. This product is helping me with my current project. I will keep you in my file.

I find this book extremely helpful, and teach it in at least two different classes, on film and communication.

Just as Reel Bad Arabs, this book looks deep into media bias when it comes to minorities. This particular book looks deep into Latino imgaes in cinema! So sad that a minority needs to be vilified so fil producers can make some money!

This book has some interesting information but it really was not what I was looking for. I can't say it was a bad book but it was my mistake in ordering it

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