Universidad Nacional de Tres de Febrero  
Summer Program in Argentina

Pop Culture in Latin America: Intercultural Perspectives

Language: Course taught in English

Course Description
This course serves as an introduction to the study of Latin America and its representations and expressions. The course will work the culture of everyday life in Latin America, both in rural and urban settings. It will begin challenging a popular representation of Latin America from Hollywood, in order to respond on how Latin America is viewed as both an idea and a socio-cultural construct. It will then focus on the analysis of issues such as identity, popular memory, resistance, negotiation, as expressed through ritual, crafts, the body, social movements, films, music, and literature. This course will examine a range of expressions of Latin American popular culture, to include cartoons, comic strips, telenovelas, photographs, graffiti, music, tales, testimonies, and folk art (such as Peruvian retablos, Chilean arpilleras, Panamanian molas, etc).

Methodology
This course is designed for students coming from all majors with an interest in cultural studies and in modern Latin America. It is composed of lectures, readings, class discussion, film screenings, and written work. All are integral parts of the course and are required for successful completion. Readings are complementary to the lectures and focus on primary sources, theoretical arguments, and historical interpretations. They do NOT duplicate the lectures, so students are strongly encouraged to keep up with the readings, since they will provide a critical source of information for success in written work and in class debates. A final individual presentation will summarize the unique experience of Argentina popular culture.

Course Requirements
• Attendance & Participation: Regular attendance and active participation in class discussions are essential to success in this course. Generally speaking, one class absence is an upper limit before a student might incur point reductions. Making thoughtful comments or asking provocative questions, in addition to demonstrating understanding of the reading, are expected to ensure good class discussions.
• Response Papers: One of the purposes of this course is for students to think critically about what they read & experience. Students will be required to submit three short written assignments addressing critical themes from the materials discussed in class (readings and cultural artifacts).
• Final Presentation: this final presentation will be a product of the student’s own research and reflection. It must include the use of primary source documents and technology. Topics must be chosen in consultation with the professor. Further guidelines will be provided.
• Final Exam: The exam will cover the topics and readings discussed in class. The format of the exam will be discussed before the exam is administered.

NOTE: This syllabus (and academic calendar) may be subject to change. Students will be notified in due time.
### Course Calendar

#### Week I - Popular Culture in Latin America
1. **1.1-Latin America from Outside**
   - Robert Rodriguez. *From Dusk Till Dawn* (series, episode 1-2014)
   - Ramirez Berg, Charles. “Categorizing the Other: Stereotypes and Stereotyping,” (article)

2. **1.2-Culture, Peoples- What is Pop Culture?**
   - Schelling, Vivian. “Popular culture in Latin America.” (article)

#### Week II - Popular Culture and the Mestizo Body
1. **2.1-Latin America from Inside**
   - José Carlos Mariátegui, *The problem of the land* (essay-selection-, 1928)
   - Juan Rulfo, *They have given us the land.* (short story- 1945)
   - Roberto Fontanarrosa. *Inodoro Pereyra, el renegau* (comic,

2. **2.2-The Mestizo Body in the Arts**
   - Diego Rivera, Frida Kahlo & Mexican Muralism (paintings selection)
   - Martin Chambi-Peruvian Photographer (photography selection)
   - Florencio Molina Campos- Gauchos & Blacks in Calendar Painting Selections
   - Vasconcelos, José. *The Cosmic Race.* (essay-selection)
   - Wade, Peter. “Rethinking Mestizaje: Ideology and Lived Experience.” (article)

#### Week III - Popular Culture on Gender and Racial Issues
1. **3.1-Female Workers in the Border**
   - Bansky- Opening Sequence of *The Simpsons: Money Bart* (cartoon, episode 467, October 10/2010)
   - Vicky Funario & Sergio de la Torre, *Maquilapolis, City of Factories* (documentary, 2006)
   - Rosenberg, Mark. “Portrait of a Maquiladora Worker” (testimonio)

2. **3.2-Race and the City**
   - Steve Dean Moore, *The Simpsons: Blame it on Lisa.* (cartoon, episode 284, March 31/2002)
   - Freyre, Gilberto. “Slaves in Newspaper Ads,” (journal article, 1963)
   - Gauchito Gil’s Devotion in Argentina- From Bandit to Saint

#### Week IV - Popular Culture and Politics
1. **4.1-Memory & Resistance**
   - Hebe de Bonaffini. The Madwomen of Plaza de Mayo (Testimonio)

2. **4.2-Struggles & Collective Action**
   - Bersuit Vergarabat- Se viene (song, 1998)
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- José Martí, *Our America*. (essay –selection-, 1891)
- *Sin Patrón: Stories from Argentina's Worker-Run Factories*. (testimony - 2007)
- Panamanian Molas (textile selection)

**Week V-Popular Culture and the City: Buenos Aires in Images**
- Final Presentations & Videos
- Final Exam

**Bibliography**
García Márquez, Gabriel. *The Solitude of Latin America*. (online, Nobel Prize Lecture, 1982).
Martí, José *Our America*. (essay –selection-, 1891)

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