# Hope for a Brighter Future

Gina Rodriguez: "Being a maid is fantastic; I have many family members who have fed their children in that role," she told *Entertainment Tonight Online*. "But there are other stories that need to be told. The media is a venue and an avenue to educate and teach our next generation."



# Latina Stereotypes within Pop Culture

By.
Allie DiPasquale

## What first comes to mind
## when you hear the term Latina?

"**Latino/a/x** is a designation used primarily in the United States to refer to people who are from or whose descendants are from Latin America, South America and other Spanish cultures. The term does not necessarily refer to a specific race, as these geographic regions are historically multiracial and multicultural; however, many people nevertheless use "Latino/a" as convenient shorthand to identify race."

## Common Stereotypes

Latina women…

1. Are fiery, as in ill-tempered
2. Wear tight, sexual clothing and show cleavage
3. Come from huge families
4. Have numerous kids at a young age
5. Only work as maids or housekeepers
6. Are all immigrants/foreign
7. Only speak Spanish or **Spanglish**
8. Speak with thick **accents**
9. Are from Mexico
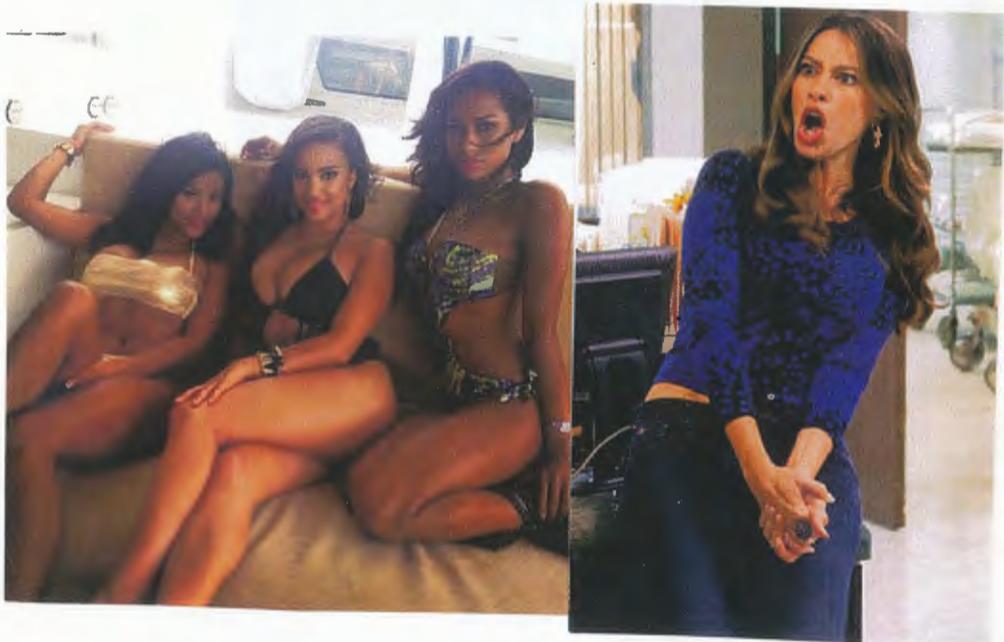


## Media Perpetuation of Harmful Stereotypes

The increased use of the media in recent years has allowed stereotypes, sexism, and racism to remain prevalent in society. Hollywood and multi-billion dollar entertainment industries have become **white-washed** and produce problematic shows, movies, and music that skew the public's understanding of important social and racial issues. The presence of stereotypes and **systematic racism** in **pop culture**, specifically popular shows and movies such as Desperate Housewives and Maid in Manhattan, leads to the misunderstanding of non-white cultures and perpetuation of the **white racial frame** in society.

# Racism within the Media

"More often than not television caters more to the idea of what a Latina should be, rather than the idea that a Latina can be just about anything, with just about any name, occupation, appearance, orientation, etc."

Examples: *Orange is the New Black, West Side Story, Latin Lovers, The Bachelor, Ugly Betty, Modern Family, Devious Maids, Desperate Housewives,* and *Maid in Manhattan*



# Fueling Pro Existing Stereotypes

"More recently, Eva Longoria played a conniving Latina homemaker who used her looks to advance her agenda in "Desperate Housewives," and Sofia Vergara continues to play the role of Gloria Delgado-Pritchett on "Modern Family," which many prominent Latinas argue not only fuels the stereotype that Hispanic women are sexy but also loud, crazy and spicy."

# Case Study: Sofía Vergara

"When "Modern Family" debuted in 2009 with Sofia Vergara as Gloria Delgado-Pritchett, many saw the show's diverse casting choices as enlightened. Yet many Latinos complain that Vergara's character often devolves into a mix of sex siren and feisty-Latina tropes. "What's wrong with being a stereotype?" Vergara has said in the past. "Gloria's character is inspired by my mom and aunt."
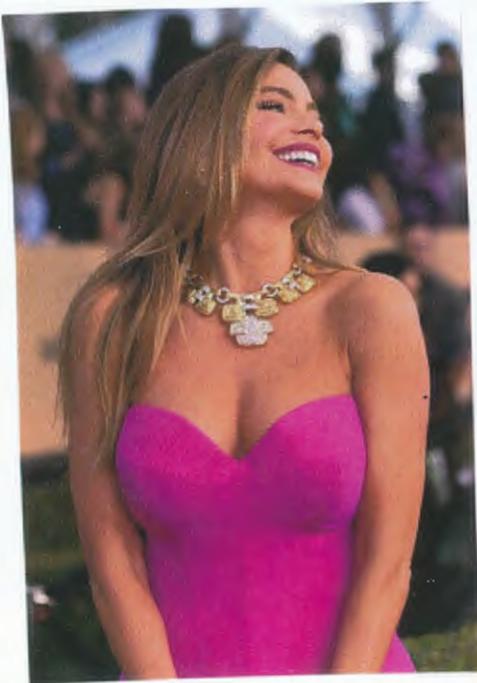


# Sex Sells

"We've all heard the phrase "Sex sells" and when it comes to Latinas, this couldn't be more accurate. Latinas are often hypersexualized on the big screen and referred to as spicy or exotic as if using adjectives typically used to describe food or zoo animals can adequately describe human beings.
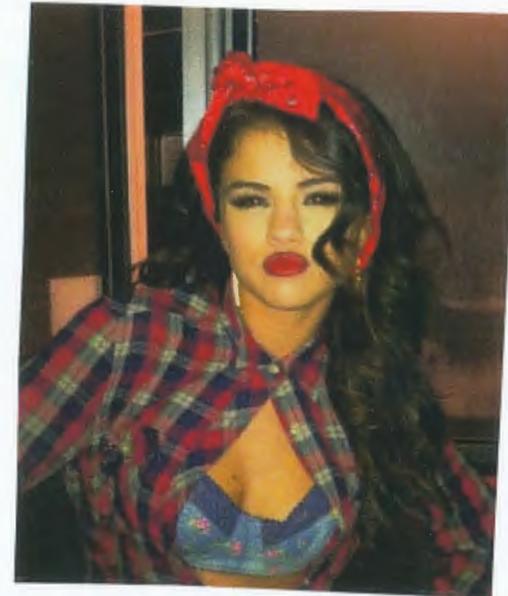
# How Bad is it Really?

- Just 28.3 percent of characters with dialogue were from non-white racial/ethnic groups, though such groups are nearly 40 percent of the U.S. population.
- Just 3.4 percent of film directors were female, and only 7 percent of films had a cast whose balance of race and ethnicity reflected the country's diversity.
- In broadcast TV, 17 percent of directors were female and 19 percent of programs were ethnically balanced.
- Based on Forbes' 2016 list of highest paid actors and actresses, the top 10 male earners made a combined $488 million. That's more than double what the top female earners received: $205 million.
- #OscarsSoWhite: Up until 2015, just 1.1 percent of non-white females and 6.8 percent of non-white males won the coveted awards

"When I became an actress I quickly realized that 'the world' liked their Latinas to look Italian, and not like me."

Gina Torres

# What's the Problem?

"The problem here is that this idea of the curvy, sexy and sultry Latina denies many Latinas their cultural identification based on their physical appearances and sexual attractiveness, alone," explained Tanisha Ramirez in the Huffington Post. "In essence, this sort of thinking traps our culture within our bodies, ignoring the values, ethics, and traditions that contribute to our sense of culture and community."
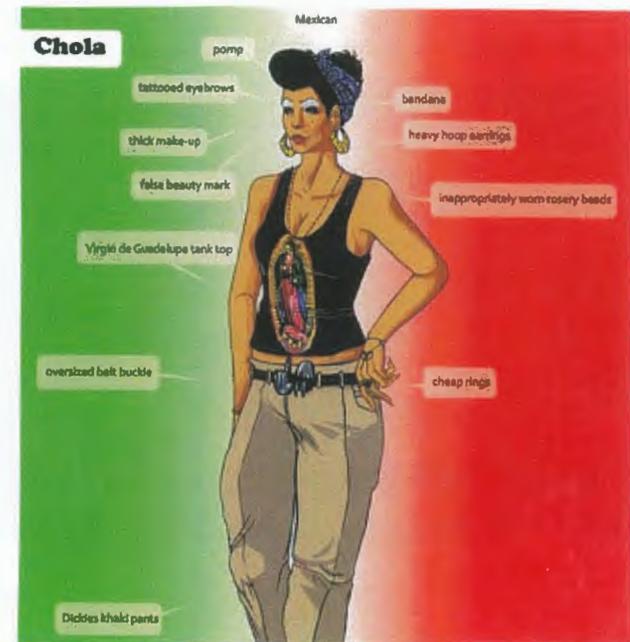
# Effects of Stereotyping within the Media

- Loss of culture, beliefs, and traditions
- Inaccurate portrayal of entire groups
- Perpetuation of white ideologies and coloniality
- Implicit and explicit racism
- **Cultural appropriation**
- Mistreatment and unequal pay within the work place
- Increase in sexual harassment and assault
- Bullying



What's up beautiful have a good day
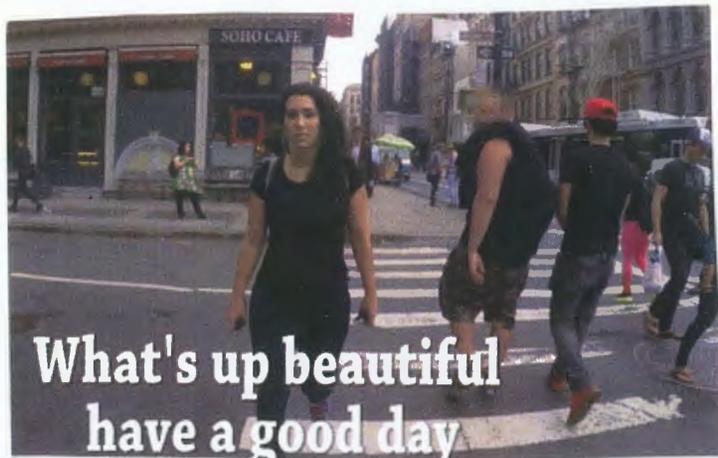
# Labels: Chola Women

"Historically the term was used by European Colonizers to refer to full or mixed indigenous populations in South and Central America, but in the 1960s was reclaimed in the US by working-class Mexican Americans and the Chicano Power movement as a way to flip and empower a term that had historically been used to denigrate us."

**Chicano**: this term has been used to refer to individuals living in the United States of Mexican/mestizo descent. It was **reclaimed** and spread by activists in California in the 1960's. Both the terms Chola and **Chicano** have controversial definitions, but fit under the umbrella of "**La Raza**," which means "the people." To **reclaim** something is to take a term that has been used to negatively describe a group or culture from the oppressor to empower and invert power dynamics.

Dictionary

chola

cho·la
/ˈCHōlə/ 🔊

*noun*

a Latin American woman or girl with Indian blood; a mestiza.
"a couple of chola girls"

# Cultural Appropriation

"I love other cultures, but I was most influenced where I grew up in Anaheim, two hours from the Mexico border. The girls in class would use a safety pin to separate their three-week-old mascara. It was amazing."

Earlier in the year, the singer-fashion designer also gave props to her chola influencers, telling *WWD* that "Chola girls … had unbelievable makeup" and she was "mesmerized" while watching them use their cosmetics in class.



# Jane the Virgin

1. It complicates the experience of teen pregnancy
2. It reminds us Latinos have all sorts of jobs, not just maids
3. It portrays Latino culture as complex, not token
4. It educates viewers about the structural barriers Latinos face
5. It pushes back on common misconceptions about abortion
6. It doesn't force Jane to be defined by her race, gender, or sexuality