

## The Author's Identity

I was raised chicano, a third generation mexican who's parents were not much older than I am now. They knew the struggle of being a chicano and taught me what it truly means to be stuck in between. More is, more I have had to distance myself from my mexican heritage, and act in a way that allows me to blend into the white racial frame. The frame expects me to act, dress, and speak a certain way. I don't want to be labeled a certain way, or assumed to be something I'm not. I'm afraid to exist another way because I do not want to be stopped by the police, profiled by shop owners or have slurs yelled at me. I love my chicano heritage. I am inspired by those who have come before me. I am also a proud American. I want to make this country a great place for all the chicanos who choose. My heritage is a mixture of two. I am extremely proud.

-Jesse Garcia

Chicano

EL MOVIMIENTO

Y

La Raza

# The 3 Pillars of El Movimiento

Education  
Reform



Farm  
Workers  
Advocacy



Anti-  
war  
Efforts



## Propósito

Purpose -

During the 1960s a brave group of chicanos y chicanas from Aztlán or the southwestern United States gathered to fight the systems of oppression in place on the land that had been stolen in the treaty of Guadalupe Hidalgo.

They felt that the lingering effects of colonialism or coloniality had given the wrong people all of power & the chicanos felt no desire for things to stay that way. The people of California, Colorado, and other southwest states decided to begin "El Movimiento" or the movement with the goal of ending the various oppressions of the chicanos people. The movement took many shapes such as hunger strikes, walkouts, & protests. In memory of these people, I will tell you what it means to be a chicano today.

# Coloniality on Chicanos

## Effects of Colonialism

### Farmworkers Rights

Farmworkers all up and down the west coast during the time of El Movimiento were, and still are, predominantly Chicano or undocumented whereas growers were mostly white. The working conditions provided by the growers were less than humane and took advantage of the undocumented status of most of the workers or their families. These workers decided that they had enough, and started farm workers movements all up and down the coast. The largest being the UFW lead by Cesar Chavez and the most local being PCUN which launched in response to an increase in immigration raids in Oregon. These organizations dedicated themselves to having humane working conditions and fair wages for farmworkers and met with world leaders, organized hunger strikes, and started boycotts of particular crops.

### Education Reform

In the late 60s when the events in Los Angeles occurred, High school dropout rates for Chicanos were at around 60 percent. Most Chicanos who did graduate high school read poorly, and few went on to college. The Chicanos felt that the school's policies were discriminatory towards the Chicanos and reinforced coloniality. Cesar Chavez and the events of the above mentioned UFW inspired a group of Chicano students and teachers at high schools in East Los Angeles, with the help of Chicano Militants, to demand a reform of the discriminatory system. From March first through eighth approximately 15,000 students from Wilson, Garfield, Lincoln, Roosevelt, Belmont, Venice, and Jefferson high schools walked out of class demanding a change.

### Vietnam War Protests

Many Chicano Activists turned their efforts to fight the "unjust war" in Vietnam, where Chicano men were fighting and being killed for people they felt did not care about them otherwise. In Berkley, Los Angeles, and many other cities across the country, Chicanos and Chicano militants gathered to protest. This was an essential pillar of the movement and was intensely fueled by coloniality.



The cultures of Mexico and other Latin-American countries is highly reminiscent of the Spanish colonies, the Spaniards wiped away almost all remnants of the Aztec Culture after the Fall of Tenochtitlan, the capital of the Aztec empire, and for this Mexicans and Chicanos have roots only as deep as the last few hundred years. The mother tongue of these people, as well as most of their history, culture, and identity, were altered forever by the conquistadors. The lingering effects of the Spanish colonies are called 'coloniality,' which not only adversely affects the identity of the people, but also how society treats them.

## ¿Qué es Chicano?

Chicanos struggle with their Identity because they are trapped between two worlds, neither of which accept them. The word Chicano was one that was adopted by many second-generation Mexicans using rhetoric of difference to create a space for those who were neither white nor Mexican. Existing between can be toxic to an individual, and it is important to create spaces for everyone to feel as if they belong.



¡Viva La Raza!

## Ideograph or Identity?



The word Chicano is not only an Identity for those who were born in the United States of Mexican descent but also a highly politicized ideograph used by Chicano militants, the UFW and most Chicanos seeking to use the word to rally support for a political cause.

## Jesse and Linda Avila



My Grandparents Jesse and Linda Avila were both born in Fresno California and were heavily involved in El Movimiento in the central valley. My grandfather was very anti-Vietnam war and partook in many anti-war protests. He was Blacklisted from Fresno State because of his participation in these protests and ended up at UC Berkeley. Fresno State was heavily influenced by growers, and his work against the war and with the farm workers movement was what lost him his spot at his hometown school. My grandmother was more involved with education and farmworkers rights than the war, she worked in the church and helped with bilingual education and participated in strikes and boycotts in the farmworkers movement. I'm proud that my Grandparents were firm believers in our people, mainly because in the central valley it was challenging to be pro farm worker in a town where the growers control everything from the schools to the news.

## Chicanos of Tomorrow

I interviewed 3 Chicanos on campus to bring an outside perspective to some of the issues raised in this zine. My peers all had valuable insights on what it was like growing up Chicano, & how they deal with identity. Their fresh perspective could show you that some of the problems raised in this zine affect our everyday lives.

Mia Stahl  
San Antonio Texas  
Willamette Class of 2021



Do you Identify as Chicano/a/x?

- "Yes, I would say that I am Chicano."

What does the term "Chicano mean to you."

- "Chicano, to me, is a term for a person of Latin descent that also includes those who are non-binary."

Have you ever heard of the Chicano Movement before today, and if so what did you hear?

- "I have heard a little, mostly about Cesar Chavez, his marches, and grape boycotts."

How much Chicano history did you learn in school?

- "In Texas, most of the Chicano history we learn is about the Spanish battles the Tejanos fought."

How much history did you learn that challenged the white racial frame

- "Maybe ten to fifteen percent including what I have learned here at Willamette."

Which of the three pillars of El Movimiento is most important to you?

- "Education as I feel that Chicanos are discriminated against and schooling is less accessible to our people."

What is your favorite piece of LVD

- "A mural of the virgin or machine guns as her halo on the West Side of San Antonio. The juxtaposition of religion and violence which is super prevalent on the west side of San Antonio makes it stick in my mind."

What are your thoughts on colonialism and coloniality

- "Colonialism has made my life and my families life entirely more difficult."

How do you exist in a colonized world as a colonized person?

- "Disconnected me from my indigenous roots, but also given me a chance to be proud and reclaim them when my grandmother and mother had to be ashamed."

Maria Ortiz  
Salem Oregon  
Willamette Class of 2021



Do you Identify as Chicano/a/x?

- "Yes."

What does the term "Chicano mean to you."

- "To be quite honest, I don't use the term as much because I don't know all that much about the Chicano movement, which took place closer to the border like in southern California. It is a movement about being proud of your Identity, being Mexican and being in the united states. Taking into account that you're both."

Have you ever heard of the Chicano Movement before today, and if so what did you hear?

- "Yes, but honestly I don't know that much about the movement."

How much Chicano history did you learn in school?

- "None."

How much history did you learn that challenged the white racial frame

- "In High School, not that much, but in college, I have learned a little bit more."

Which of the three pillars of El Movimiento is most important to you?

- "Education, because first of all, I want to become an educator. I feel that education is where we make a change, it is important to not only educate yourself but through that educating others."

What is your favorite piece of LVD or Chicano art

- "I love Chicano Batman, who is doing more and more work that challenges the white racial frame. They mix old Latinx music with more alternative music to educate people for the cause. The PCUN building in Woodburn also has some amazing paintings of people who are part of the movement, local people, and migrant workers and a lot of those people are painted to look like Aztecs."

What are your thoughts on colonialism and coloniality

- "It is something that has affected many people worldwide. My biggest problem with colonialism and coloniality is the erasure of culture and language which is what makes something like the Chicano movement so important because it reminds people that the colonized people are still here."

How do you exist in a colonized world as a colonized person?

- "I do it by releasing what ways I've been assimilated and rejecting it, I try and realize what has happened and keep that in mind. It is important to remember because it is what has led to what we are today, especially in terms of racism and looking at people as other."

Uriel Mejia  
Salem Oregon  
Willamette Class of 2020



Do you identify as Chicano/a/x?

- "Yes, because it was what I grew up referring to yourself as."

What does the term "Chicanx" mean to you.

- "To me, it means someone who is of Hispanic, Mexican descent, who may have faced some challenges because they are a minority."

Have you ever heard of the Chicano Movement before today, and if so what did you hear?

- "Yes, I have heard that it was mostly a movement to bring attention to issues faced by Chicano communities."

How much Chicano history did you learn in school?

- "None really, maybe a small page, but for the most part nothing."

How much history did you learn that challenged the white racial frame

- "There was talk of it but never direct references to any specific history."

Which of the three pillars of El Movimiento is most important to you?

- "Education because it is something that opens up a lot of opportunities for everyone in general. I am also a firm believer that everyone should have the opportunity to go to school no matter what."

What is your favorite piece of LVD or Chicano artists

- "One of my favorites is Salina because she was an Icon and brought the music and the culture into the mainstream."

What are your thoughts on colonialism and coloniality

- "I think it's an issue that persists to this day, and it is definitely a problem, however, I think the solution is less to bring back the culture but to take the power away from the colonizers."

How do you exist in a colonized world as a colonized person?

- "I don't see myself as colonized in the sense that I grew up being exposed to my own culture, while also being a part of the American culture. This was never an issue growing up, and so I see myself as part of the American but still distinctly Mexican."

## Buffalo Zeta Brown

### Chicano Lawyer

Here is an excerpt from one of Buffalo Brown's most famous courthouse speeches on the history of the chicano people



"It is 1509 AD...We are in Cuba...A captain from Castile wants gold...He wants land and he wants slaves. He also wants to go on a mission for his god and his king...He fills three boats with soldiers, fire powder and horses, which sail west until they land on the coast of what we now know as Mexico."

"The king, the supreme ruler in the land of the Hummingbird Wizard, hears of the arrival of white men in long boats. It is a prophecy come true. For over two hundred years, the prophets of Quetzalcoatl have predicted this event. The king, Montezuma, has taken upon himself all power in his empire. He is both political ruler and chief priest. In a word, he has assumed the status of a god. Not even his family can look him in the eye. He has become the principal deity of the people of Tenochtitlan in the valley of Mexico. The people are called, collectively, the aztecas."

"The captain from Castile, Hernando Cortez, burns the boats and tells his men there is no turning back. They have come to this strange land to conquer or die for the glory of God. They attack village after village, taking captives and booty. They make alliances with the natives, promising them protection from Montezuma's bloody rituals, from the human sacrifices to Huitzilopochtli, the god of war."

"Anxious to rid themselves of the burden of Montezuma, these Indians, as they are called by the Catholic Cortez, join up with the Spaniards. They march toward the capital, thirty-thousand strong...Through diplomacy, political chicanery and modern techniques of warfare, the white men on horses and their army of slaves enter triumphantly into the most advanced city in the world, the world's most beautiful city. In 1500 AD, Mexico City far surpasses anything that the Spaniards have seen on the European continent. There is an efficient government. It is a city with streets and canals and a sewage system, a city of gold and birds and leopards and barber shops. A land of flowers and parrots, mountains and blue beaches. They have priests and philosophers, soldiers and artists."

"...And then (Cortez) ransacks the capital and sends the gold and glitter to his king in Spain. And they rape the women. If you want to join the new nation, all you have to do is give up your slave name and your slave tongue. If you want to become a Spaniard, be baptized and take a Christian name. An attack upon the Church is an assault upon the State. And vice versa. Church and State are one."

"Three hundred years later, in 1850 AD, more white men in covered wagons come to the land of the northern deserts, the land we now call the Southwest. It is the ancient land of Aztlan, the original homeland of the aztecas. New invaders. New conquerors. They, too come with fire power and the flag of a new nation...As Cortez had done before, through modern warfare, through politics and diplomacy, the new white barbarians invade the land and subdue it. They inform the people that they now have a new government and a new religion - Christianity. They sign a treaty called Guadalupe Hidalgo. The United States pays a couple of million to an idiot in Mexico City for all Aztlan and for all the slaves living thereon. The treaty says that, if the people choose, they can remain as citizens of America or they can go south to Mexico."

"But we are not Mexicans," the people cry out. "We are Chicanos from Aztlan. We have never left our land. Our fathers never engaged in bloody sacrifices. We are farmers and hunters and we live with the buffalo."

"But they are wrong. They are now citizens of America, whether they like it or not. And we'll call them Mexican-Americans. But if they want to be Americans, they'll have to give up their slave name."

# Chicano Artists in the Modern Chicano Movement

Art & Latin Vernacular Discourse are essential to El Movimiento Moderno. Films like Walkout, Music like the below pictured Artist "Chicano Batman," & Street art.

Un-Known Chicano Artist  
Mural in East LA



pictured is Cesar Chavez & various images of farm workers

Powerful example of LVD

Songs are anti-colonial & mix English & Spanish



Chicano Batman  
Chicano Indie music

## Your Identity

How Do you Identify?

How does Coloniality impact your life?