



Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936

Joanne Hershfield

Download now

Read Online →

[Click here](#) if your download doesn't start automatically

Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936

Joanne Hershfield

Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 Joanne Hershfield

In the years following the Mexican Revolution, visual images of *la chica moderna*, the modern woman, au courant in appearance and attitude, popped up in mass media across the country. Some of the images were addressed directly to women through advertisements, as illustrations accompanying articles in women's magazines, and on the "women's pages" in daily newspapers. Others illustrated domestic and international news stories, promoted tourism, or publicized the latest Mexican and Hollywood films. In *Imagining la Chica Moderna*, Joanne Hershfield examines these images, exploring how the modern woman was envisioned in Mexican popular culture and how she figured into postrevolutionary contestations over Mexican national identity.

Through her detailed interpretations of visual representations of *la chica moderna*, Hershfield demonstrates how the images embodied popular ideas and anxieties about sexuality, work, motherhood, and feminine beauty, as well as class and ethnicity. Her analysis takes into account the influence of *mexicanidad*, the vision of Mexican national identity promoted by successive postrevolutionary administrations, and the fashions that arrived in Mexico from abroad, particularly from Paris, New York, and Hollywood. She considers how ideals of the modern housewife were promoted to Mexican women through visual culture; how working women were represented in illustrated periodicals and in the Mexican cinema; and how images of traditional "types" of Mexican women, such as *la china poblana* (the rural woman), came to define a "domestic exotic" form of modern femininity. Scrutinizing photographs of Mexican women that accompanied articles in the Mexican press during the 1920s and 1930s, Hershfield reflects on the ways that the real and the imagined came together in the production of *la chica moderna*.

 [Download Imagining la Chica Moderna: Women, Nation, and Visual C ...pdf](#)

 [Read Online Imagining la Chica Moderna: Women, Nation, and Visual ...pdf](#)

Download and Read Free Online Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 Joanne Hershfield

Download and Read Free Online Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 Joanne Hershfield

From reader reviews:

Kenneth Williams:

Book is to be different for each and every grade. Book for children until finally adult are different content. We all know that that book is very important for all of us. The book *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* ended up being making you to know about other know-how and of course you can take more information. It is rather advantages for you. The publication *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* is not only giving you more new information but also to become your friend when you truly feel bored. You can spend your spend time to read your book. Try to make relationship while using book *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936*. You never really feel lose out for everything in the event you read some books.

Melody Grissom:

Playing with family within a park, coming to see the sea world or hanging out with close friends is thing that usually you could have done when you have spare time, in that case why you don't try point that really opposite from that. A single activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936*, you may enjoy both. It is excellent combination right, you still need to miss it? What kind of hang type is it? Oh seriously its mind hangout fellas. What? Still don't have it, oh come on its known as reading friends.

Herbert Turley:

As we know that book is significant thing to add our understanding for everything. By a guide we can know everything we really wish for. A book is a list of written, printed, illustrated or perhaps blank sheet. Every year seemed to be exactly added. This e-book *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* was filled about science. Spend your spare time to add your knowledge about your scientific disciplines competence. Some people has different feel when they reading the book. If you know how big benefit from a book, you can experience enjoy to read a e-book. In the modern era like currently, many ways to get book that you simply wanted.

Ingrid Baumbach:

Do you like reading a reserve? Confuse to looking for your best book? Or your book has been rare? Why so many question for the book? But any kind of people feel that they enjoy intended for reading. Some people likes studying, not only science book but novel and *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* or others sources were given knowledge for you. After you know how the good a book, you feel need to read more and more. Science publication was created for teacher or students especially. Those guides are helping them to add their knowledge. In different case, beside science

book, any other book likes *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* to make your spare time considerably more colorful. Many types of book like this one.

Download and Read Online *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* Joanne Hershfield #N8X7YKIB9C2

Read *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* by Joanne Hershfield for online ebook

Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 by Joanne Hershfield Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* by Joanne Hershfield books to read online.

Online *Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* by Joanne Hershfield ebook PDF download

***Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* by Joanne Hershfield Doc**

***Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* by Joanne Hershfield Mobipocket**

***Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* by Joanne Hershfield EPub**

***Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* by Joanne Hershfield Ebook online**

***Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936* by Joanne Hershfield Ebook PDF**