



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

*Joanne Hershfield*

Download now

[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 Vis ...pdf](#)

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

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

---

### **From reader reviews:**

#### **Avril Morris:**

This Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 tend to be reliable for you who want to certainly be a successful person, why. The main reason of this Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 can be one of several great books you must have is actually giving you more than just simple studying food but feed anyone with information that possibly will shock your preceding knowledge. This book is usually handy, you can bring it almost everywhere and whenever your conditions both in e-book and printed versions. Beside that this Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 giving you an enormous of experience for instance rich vocabulary, giving you trial of critical thinking that we know it useful in your day pastime. So , let's have it appreciate reading.

#### **Brandon Phelan:**

This book untitled Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 to be one of several books which best seller in this year, here is because when you read this guide you can get a lot of benefit upon it. You will easily to buy this kind of book in the book retailer or you can order it through online. The publisher on this book sells the e-book too. It makes you quicker to read this book, as you can read this book in your Touch screen phone. So there is no reason for you to past this book from your list.

#### **Denise Swann:**

The publication untitled Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 is the e-book that recommended to you you just read. You can see the quality of the publication content that will be shown to you actually. The language that creator use to explained their way of doing something is easily to understand. The article author was did a lot of research when write the book, hence the information that they share for your requirements is absolutely accurate. You also might get the e-book of Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 from the publisher to make you much more enjoy free time.

#### **James Rutledge:**

A lot of reserve has printed but it differs. You can get it by web on social media. You can choose the very best book for you, science, comedy, novel, or whatever simply by searching from it. It is identified as of book Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936. Contain your knowledge by it. Without making the printed book, it could add your knowledge and make anyone happier to read. It is most crucial that, you must aware about publication. It can bring you from one destination to other place.

**Download and Read Online Imagining la Chica Moderna: Women, Nation, and Visual Culture in Mexico, 1917-1936 Joanne Hershfield #C6U0V1XI8T3**

## **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**