

POPULAR CULTURE IN THE AMERICAS.....

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Spring 2023



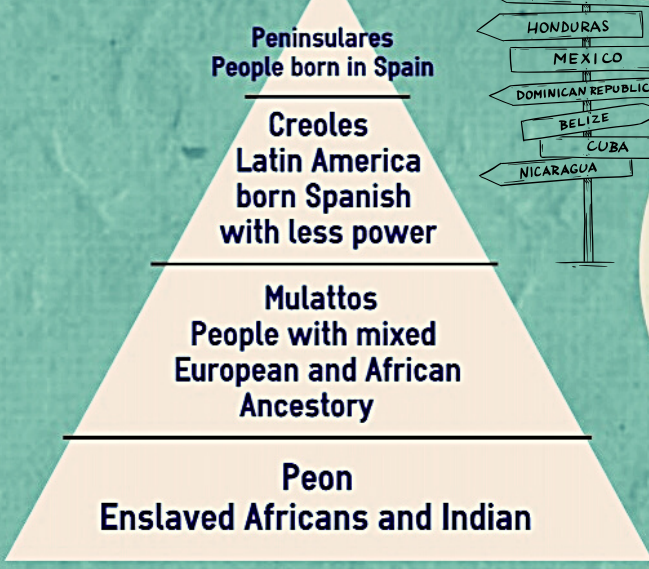
NYU



"Why study Popular culture in the Americas?"



1



Haiti
Haiti was the first country to free itself from the colonial rule of France. People who stand up against their masters were led by Toussaint L'Overture, a former slave. By 1801 Toussaint freed all the slaves and his lieutenant, Jean-Jacques Dessalines took up the fight and declared freedom and renamed itself from San Dominique to Haiti.



Toussaint L'Overture



Jose de San Martin
He was born in Argentina but spent his youth in Spain. He fought against Napoleon and returned to Latin America. He became the liberator for Argentina, Chile, and Peru.



Napoleon made his brother, Joseph, King of Spain. The creoles didn't want a Frenchman as their leader so they rebelled.

Simon Bolivar
He is called "the Liberator". He planned to unite Spanish colonies into a single country called Gran Colombia. He suffered many defeats but took chance and won the surprise attack in Bogota against the Spanish army.



Brazil
Prince John of Portuguese escaped capture from Napoleon and started running their empire from Brazil. Once they returned to Portugal, King John planned to colonize Brazil again but creoles demanded independence and in 1822 it was declared independence with Dom Pedro.



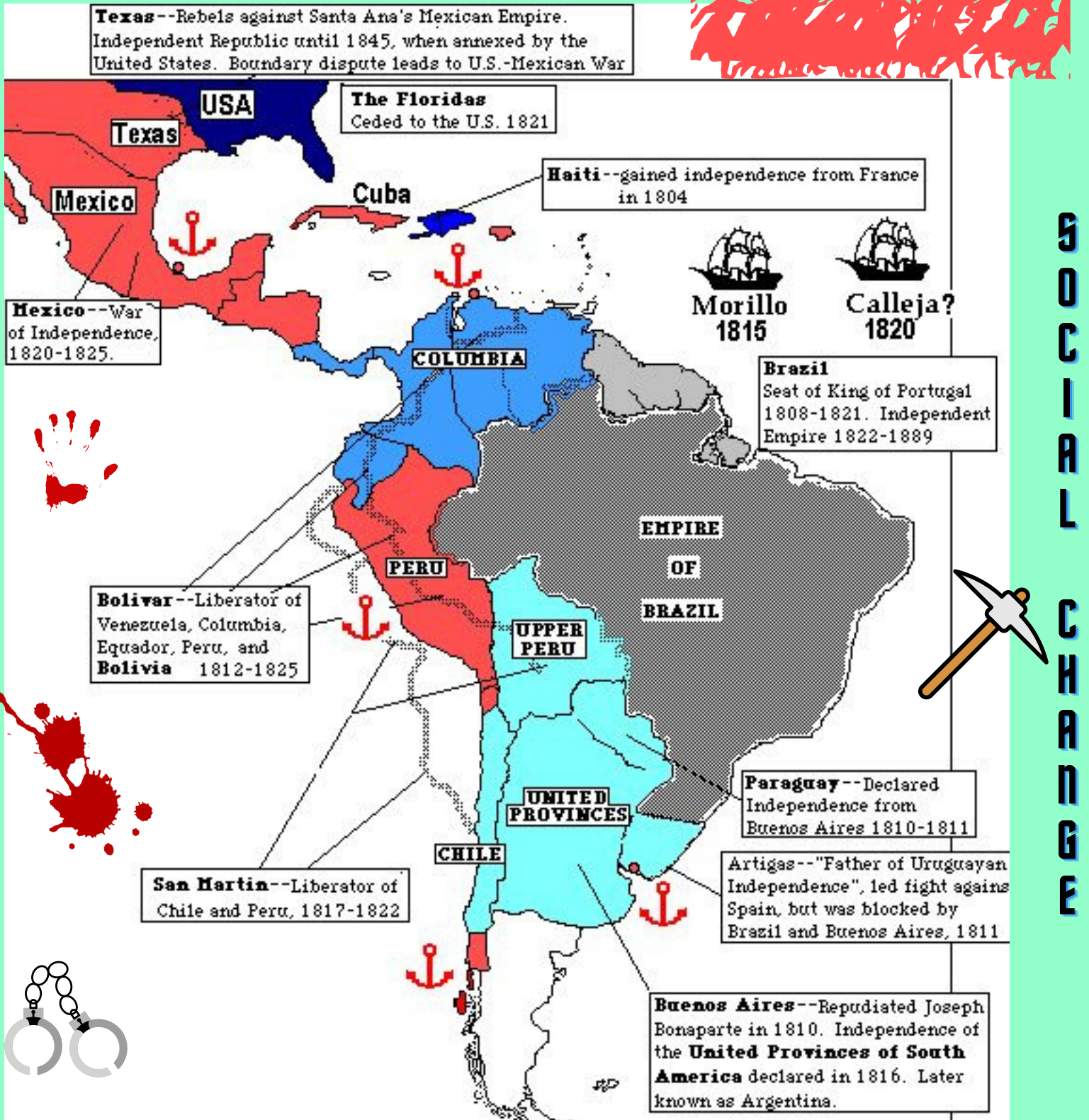
Dom Pedro

Miguel Hidalgo
A priest in the small village of Dolores who took the first step toward independence of Mexico. He was well educated and he led the peasants but were defeated in 1811.

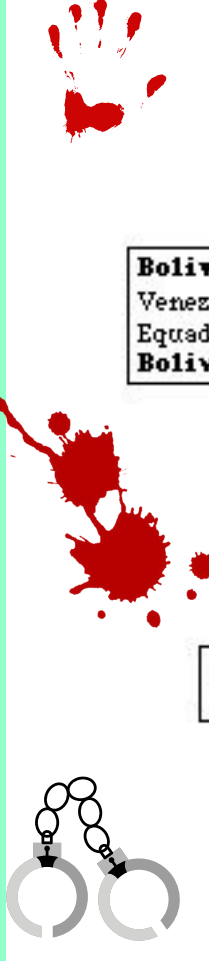


Mexico's creoles feared the loss of power in the Spanish controlled colony so they proclaimed independence in 1821.

Jose Maria Morelos
He led the revolution after Hidalgo but was defeated in 1815 by a Creole officer, Agustin de Iturbide.



SOCIAL CHANGE





CONSEQUENCES



MEXICO

Dec 1994
Tequila Crisis: In danger of missing payments on \$30b in mostly foreign-held notes, country avoided default by tapping part of a US-led, \$50b bailout

DOMINICAN REPUBLIC

Apr 2005
Country's rescheduling of \$1.1b of debt was deemed a default by ratings cos

JAMAICA

Feb 2010
Announced a local debt exchange that extended bond maturities cut rates. Another debt exchange followed three years later

ECUADOR

Aug 1999
30 banks failed. Missed payments on about \$6.6b of debt. Over 90% bonds restructured in distressed exchange

PERU

Sept 2000
Missed interest payments on Brady bonds

ECUADOR

Nov 2008
Missed interest payments on \$510m of 12% bonds due 2012. By Feb, it had stopped servicing \$2.7b of notes due 2030. Haircut for investors in 2009 debt recast

ARGENTINA

Nov 2001
Missed payments on \$95b. Default triggered Argentina's deepest recession. 27 people were killed in violence after savings accounts were frozen

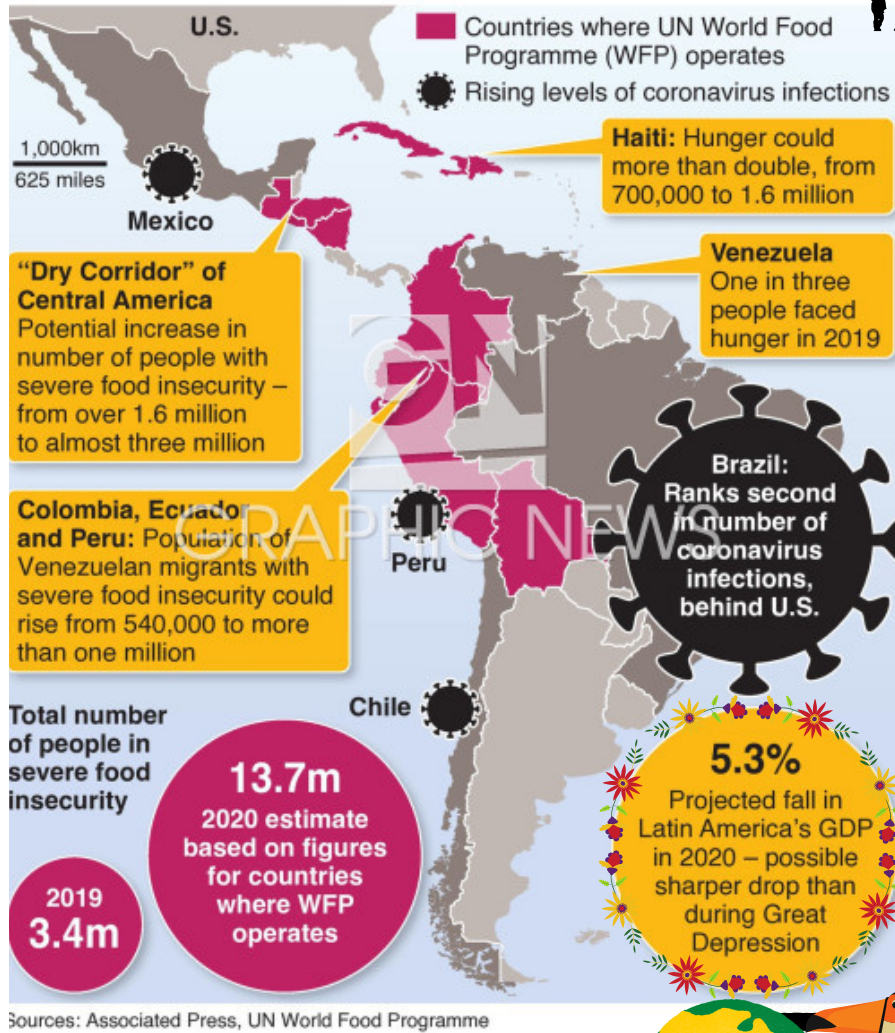
URUGUAY

Apr 2003
Default in neighbouring Argentina rattled local economy. Creditors agreed to swap \$4.9b of bonds for new debt with longer maturities and the same interest rates



UN warns of Latin America "hunger pandemic"

The UN World Food Programme is warning that around 14 million people could go hungry in Latin America and the Caribbean in 2020 due to the impact of the coronavirus pandemic



Popular Culture Differs from Culture

- **Culture** refers to a particular way of life, whether of a people, period, a group, or humanity in general.
- Culture ≠ popular culture (necessarily)
- **Popular culture** refers to the aesthetic products created and sold by profit-seeking firms operating in the global entertainment market.



3 KEY TERMS of POP CULTURE

- **FAD**- is any form of behavior that develops among a large population and is collectively followed with enthusiasm for some period
- **Trend**- An **inclination** in a particular **direction**
- **Icon**- is a **celebrity**, character, or object whose exposure in **pop culture** constitutes a defining characteristic of a given society or era
- Though the term **trend** may be used interchangeably with **fad**, a **fad** is generally considered a fleeting behavior whereas a **trend** is considered to be a behavior that evolves into a relative permanent change.³

Popular culture

Raymond Williams:

"To speak of **popular culture** usually means to mobilize the second and third meanings of the word 'culture.' The second meaning — **culture as a particular way of life** — would allow us to speak of such practices as the seaside holiday, the celebration of Christmas, and youth subcultures. These are usually referred to as **lived cultures** or cultural practices."

(John Storey, "Understanding Popular Culture")

La Semanita Special Edition: Women Take a Stand in Latin America



Culture is ...

- **Learned** - through enculturation people internalize its values
 - Culture is transmitted generation to generation
- **Shared** - Culture is a group phenomenon
- **Patterned** - A system of interrelated parts; we can't understand the whole by analyzing just one part
- **Arbitrary** - Ideas are culturally defined

Popular culture expressions:

- salsa, samba
 - religious rituals, magic, carnivals
 - alternative theater, video and radio
 - masks, pottery, weaving
 - oral narratives
 - 'the whole way of life'
 - language, dress, political culture
- from subordinate classes and ethnic groups.

