The Communication Review ›

Volume 7, 2004 - Issue 2

6,324 Views | 165 CrossRef citations to date | 52 Altmetric

Original Articles

Brain, Brow, and Booty: Latina Iconicity in U.S. Popular Culture

ISABEL MOLINA GUZMÁN & ANGHARAD N. VALDIVIA

Pages 205-221 | Published online: 11 Aug 2010

Cite this article https://doi.org/10.1080/10714420490448723

Sample our Social Sciences Journals

>> Sign in here to start your access to the latest two volumes for 14 days

Abstract

We were shooting on the steps of the Metropolitan Museum one night. It was lit romantically, and Jennifer was wearing an evening gown, looking incredibly stunning. Suddenly there must have been a thousand people screaming her name. It was like witnessing this icon. (Ralph Fiennes in the New York Times, 2002, p. 16, emphasis added)

This stamp, honoring a Mexican artist who has transcended “la frontera” and has become and icon to Hispanics, feminists, and art lovers, will be a further reminder of the continuous cultural contributions of Latinos to the United States. (Cecilia Alvear, President of National Association of Hispanic Journalists (NAHJ) on the occasion of the introduction of the Frida Kahlo U.S. postage st& 2001; emphasis added)

“Nothing Like the Icon on the Fridge” (column about Salma Hayek’s Frida by Stephanie Zacharek in the New York Times, 2002).

Previous article View issue table of contents Next article

Notes

1 We recognize that the category “Latina” is fluid and porous. As such, Penélope Cruz, who is Spanish, is often categorized by both the popular press and websites as “Latina.” As well, although Cameron Diaz is currently (February 2004) Hollywood’s highest paid actress, only Latina magazine claims her as Latina. Neither she nor most coverage of her ever mentions her Latinidad.

2 Sinclair (1999) notes that many of these industry officials come from the Latin American media and middle class and reinscribe the outsider status of U.S. Latina/os and U.S. Latina/o popular culture.

3 Madonna also tried to produce a biopic of Kahlo. A Mexican-produced biopic predates all three U.S. attempts.

Related Research Data

Postcolonial Approaches to Communication: Charting the Terrain, Engaging the Intersections
Source: Communication Theory
How Ethnic Are U.S. Ethnic Media: The Case of Latina Magazines
Source: Mass Communication & Society
Meaning in Motion
Source: Unknown Repository
The Hollywood Latina Body as Site of Social Sturggle: Media Constructions of Stardom and Jennifer Lopez's "Cross-over Butt"
Source: Quarterly Review of Film and Video
Hispanic Marketing: National Advertiser Spending Patterns and Media Choices
Source: Journalism Quarterly
Woman as Sign in Television News
Source: Journal of Communication

Talking Visions: Multicultural Feminism in a Transnational Age

Related research

People also read | Recommended articles | Cited by 165

Three Faces of Eva: Perpetuation of The Hot-Latina Stereotype in Desperate Housewives

Debra Merskin
Howard Journal of Communications
Published online: 27 Apr 2007

Latina subjectivity, sexuality and sensuality

Alicia Arrizón
Women & Performance: a journal of feminist theory
Published online: 7 Jan 2009

The Gender of Latinidad: Latinas Speak About Hispanic Television

VIVIANA ROJAS
The Communication Review
Published online: 11 Aug 2010

View more

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email

Sign me up

Copyright © 2026 Informa UK Limited Privacy policy

Cookies Terms & conditions Accessibility

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG

Taylor & Francis by informa