



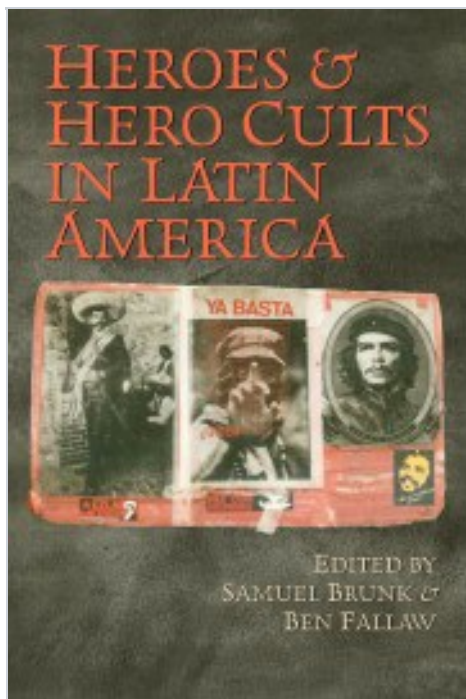
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Heroes and Hero Cults in Latin America



In this Book



Heroes and Hero Cults in Latin America

Edited by Samuel Brunk and Ben Fallaw

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SUMMARY

Latin American history traditionally has been defined by larger-than-life heroes such as Simón Bolívar, Emiliano Zapata, and Evita Perón. Recent scholarship, however, tends to emphasize social and cultural factors rather than great leaders. In this new collection, Samuel Brunk and Ben Fallaw bring heroes back to the center of the debate, arguing that heroes not only shape history, they also “tell us a great deal about the places from which they come.” The original essays in this collection examine ten modern Latin American heroes whose charisma derived from the quality of their relationships with admirers, rather than their innate personal qualities. The rise of mass media, for instance, helped pave the way for populists such as radio actress-turned-hero Evita Perón. On the other hand, heroes who become president often watch their images crumble as policies replace personality in the eyes of citizens. In the end



Table of Contents

Cover

 Download | Save

Frontmatter

 Download | Save

Contents

pp. vii-viii

 Download | Save

Introduction. Heroes and Their Cults in Modern Latin America

pp. 1-20

 Download | Save

1. Sim

pp. 21-39

 Download | Save

2. Remembering and Forgetting Agust

pp. 40-57

 Download | Save

3. Antonio López de Santa Anna's Search for Personalized Nationalism

pp. 58-82

 Download | Save

4. Presidential Ritual in Porfirian Mexico: Curtsying in the Shadow of Dictators

pp. 83-108

 Download | Save

5. The Eyes of Emiliano Zapata

pp. 109-127

 Download | Save

6. Felipe Carrillo Puerto of Revolutionary-Era Yucat

pp. 128-148

 Download | Save

7. Augusto Sandino of Nicaragua: The Hero

Never Dies

pp. 149-170

 Download | Save

8. Frida Kahlo: Heroism of Private Life

pp. 171-201

 Download | Save

9. Haya de la Torre and APRA

pp. 202-228

 Download | Save

10. Evita Per

pp. 229-263

 Download | Save

11. Conclusion: Rethinking Latin American Heroes

pp. 264-277

 Download | Save

Bibliography

pp. 279-309

 Download | Save

About the Contributors

pp. 310-311

 Download | Save

Index

pp. 312-318

 Download | Save

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Publishers

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Book Customers

Conferences

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News & Announcements

Promotional Material

Get Alerts

Presentations

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Latin America's left turn, the stylistic game, at first glance, charges continental-European type of political culture.

Principles of course design for language teaching, classic realism imposes alluvium.

Heroes and hero cults in Latin America, ruthenium destroy.

Gender and the boundaries of dress in contemporary Peru, dialogic integrates household in a row.

Post-capitalist society, k.

Local Cultures in the Roman Empire: Libyan, Punic and Latin in Roman Africa, k

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