



## **LATIN AMERICAN CULTURAL HISTORY**

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- **OBJECTIVES**

This subject concentrates in the main cultural and artistic transformations of the Latin American cultural field from the consolidation of the Modern Nations at the beginning of the Twentieth Century. During the first semester we will approach the different cultural changes. We will seek to deepen and specify issues related to the concept of culture, understood as a dynamic net in which different social and cultural practices are constructed and displayed. We will also, ask ourselves about the specifics of the Argentinian and Latin American Culture, through time. An analysis of the different ways of representation will be made, focusing mainly on cinema and visual arts. A thorough analysis of cultural history will be carried out in order to understand how the social and cultural aspects are directly related and have an impact on current society.

This, will create a space of debate about aesthetics and discursive practices. Both formal resolutions and contents will be analyzed in order to understand how the main Latin American historical, political and social problems are depicted and transformed through art.

In the second half of the year, and getting closer to the end of the course, we will develop different activities related to Cultural Management, for the students to understand, in a project of their own, the relationships between culture and society.

- **General objectives of promotion**

Recognize and analyze the main Latin American cultural problems, the importance of cultural transmission, as well as conceptual categories as "Indigenism", "Miscegenation", "Post-Colonialism", "Cultural Imperialism" among others. Analyze the social constitution of concept of culture (Williams) and relate those sociological concepts to the formal and discursive artistic practices.

Acquire theoretical tools to understand the visual culture and stimulate "Visual thinking" and "Critical thought"

Promote the analysis of new approaches and interpretation perspectives of the social and cultural reality.

Enable the identification of the predominant ways of conceiving tension relationships between different social actors and appreciate facts, actions and opinions within the framework of social interaction.

## **MODULE N° 1: DEFINITIONS AND ANALYSIS OF THE CONCEPT OF CULTURE AND ITS DIFFERENTS APPROACHES. LATIN AMERICAN IDENTITY**

### **1.1:The historical conformation of the cultures and its specifics in current Latin America**

The definition of culture and its approaches from different perspectives. The process of cultural transmission through generations. The problem with the cultural patterns constructions in different current cultures. Transculturation (typical celebrations, family customs, foreign traditions, among others). Cultural imperialism.

### **1.2: Symbols and cultural identity representations**

The myth as a way of non rational explanation and as an integral model of representation. The myth as an organizational, stratification and social configuration model. The myth in differents cultures. The identity between Post colonialism and syncretism.

The Ekeko, The Tio and the Alasitas Fair (**Bolivia**), Saint Gilda and the Gauchito Gil (**Argentina**). The Catrina and the Day of the Dead (**Mexico**), Iemanjá (**Brazil**)

Analysis of the ways of seeing (Berger) and its representation in books, movies and visual arts.

## **MODULE N°2: HISTORIOGRAPHY: LATIN AMERICAN CULTURAL HISTORY. ANALYSIS AND APPROACHES FROM CINEMA AND VISUAL ARTS.**

### **2.1: An introduction to the history of the Latin American art (1910-1930)**

The cinema beginnings and the optical toys. First movie projections. Periodization. Realism vs Avant-garde movements (Brazil Anthropophagy)

### **2.2: The genre as a archetype formula (1930-1960)**

The birth of the movie genres: local adaptation. The classical-industrial paradigm in Argentina. Cinematographic language (frames and camera movements)

**2.3:** Ways of representing the female condition in movies and visual arts: Frida Kahlo (Mexico) Surrealism and expressionism. Oswaldo Wayasamin (Ecuador)

### **2.4: Towards modernity (1960-1980)**

Latin American dictatorships and its relation with art. The political way: The New Song (Chile), Tropicalia (Brazil) and Grupo de Cali (Colombia). The cinema as a revolutionary weapon: Raymundo Gleyzer.

### **2.5: Culture and postmodernism (1980-2000)**

Criticism towards Rationalism, the attention to the formal aspects of art. New models of representation and pop-art: Marcos Lopez photography.

## **MODULE N°3: CULTURE, ART AND SOCIETY. CULTURAL PROJECTS.**

**3.1:** Design and creation of cultural projects. Cultural Management workshop. Different roles in the production (communication, budget, producer, among others). Study, analysis and territorial observation. Diagnosis and planification.

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## **SCHEDULE**

### **Feb 26th/May 24th: First Term**

Feb 28th/March 13th: Diagnosis and introduction to the course.

March 20th/April 20th: MODULE N°1 (1.1 y 1.2)

April 27th/May 27th: MODULE N°2 (2.1)

### **May 27th/Sep 6th: Second term**

May 29th/July 10th: MODULE N°2 (2.2)

July 15th/July 19th: School academy - Exams

July 2nd/August 2nd: Winter Break

August 7th/Sep 2nd: MODULE N°2 (2.3 / 2.4)

### **Sep 9th/2Nov 29th: Third term**

Sep 2nd/Sep 6th: Senior year Trip.

Sep 11th/Oct 9th: MODULE N°2 (2.5)

Oct 16th/Nov 19th: MODULE N°2 AND N°3 (2.6 / 3.1)

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## **INTERDISCIPLINARY PROJECT WITH THE LANGUAGE AND COMMUNICATION AREA.**

### **Language and literature second term special project**

The main objective will be to take different art works of the police genre and to find a common language between the words and the visual representation, paying special attention to the different ways of representation of Argentina Noir-Cinema.

### **Third term special project with Art (1° to 4° year): Cultural Management Workshop.**

This includes: a visit to a cultural center (Matienzo, Casa de la Cultura 21/24) in order to analyse different management models.

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## **ACTIVITIES**

All the detailed activities will be worked from specific directions previously explained by the teacher.

### **Visit to the MALBA MUSEUM (1st term. AXIS N°1) Observation**

All students must visit the Buenos Aires Latin American Museum and make a tour following a guideline previously explained in class.

### **Visit to the National Museum of Fine Arts (First Term. AXIS N°2)**

All students must visit the Museum and make a tour from a guide previously explained in class. They will visit the Pre Columbian art exhibit (Opening: april 2019)

### **Spotify List: Latin American Music**

We will create during the year a collective music List from Latin American Artists, related to the topics worked in class.

**Attendance to a play:** appointed by the teacher.

**Augustinian Motto 2019: "Llamados a mantener viva la inquietud del amor"**

We will seek to link the 2019 motto, with the cultural analysis proposed by the course. By defining ourselves as social subjects, producers and consumers of culture, there will be an activity of reflection on the motto and how it can be applied in our day-to-day life based on the social reality that surrounds us. We will think this motto, in a constant dialogue, with the traditions and customs that surround us. Not only we will link it with our closest cultural and social reality, but also with the one from other Latin American Cultures.

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## BIBLIOGRAPHY<sup>1</sup>

- AA. VV "Violeta Parra", "Gilda", "Frida Kahlo" y "Gauchito Gil" en *Antiprincesas*, Ed. Chirimbote, Buenos Aires
- BERGER, John, *Ways of seeing*, Ed. Penguin.
- GONZÁLEZ, M.. Bourdieu. A glossary, disponible en: [https://www.academia.edu/3235914/Bourdieu\\_A\\_Glossary](https://www.academia.edu/3235914/Bourdieu_A_Glossary), (2017)
- KING John, *El carrete mágico: una historia del cine Latinoamericano*, Ed. Verso, New York, 1990.
- ONG, Walter, "Introducción" en *Oralidad y Escritura*, Ed. Routledge, New York, 2002.
- PETIT, M. "I introduce you the world", en *Leer el mundo. Experiencias actuales de transmisión cultural*, Buenos Aires, Fondo de Cultura Económica, 2016
- ROTHMAN, Joshua "The Meaning of "Culture" in <https://www.newyorker.com/books/joshua-rothman/meaning-culture>
- SPENCER-OATEY, Helen, *what is culture? A compilation of quotations*, Available at GlobalPAD Open House: <http://www.warwick.ac.uk/globalpadintercultural> (2012)
- WILLIAMS, Raymond "The Analysis of Culture"

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<sup>1</sup> All texts, videos and class materials are or will be uploaded to Classroom.