

LATINA STEREOTYPES

Latina stereotypes in tv/film

- Even though Latino's are the largest racial minority in the United States they are still many times the victims of racial stereotypes
- Latina women have been stereotyped many times throughout the history of media
- By stereotyping in the media Latinas are given an identity that is not true to the reality of Latina culture
- They are stereotyped in many ways, but with that there are also good representations of Latina women as well

"Hot/ Spicy Latina" stereotype

- Eva Langoria stands out as one of the rare cases where there is a Latina lead in a television show
- While this may seem like a step forward, others say she reinforces the stereotype because of her use of her looks to get what she wants
- In the show Modern family Sofia Vergara plays the role of Gloria Delgado-Pritchett
- Many Latinas argue that this role fuels the stereotype that Latin women are sexy, loud, crazy, and spicy.
- Tanisha Ramirez in the Huffington Post. "In essence, this sort of thinking traps our culture within our bodies, ignoring the values, ethics, and traditions that contribute to our sense of culture and community."
- What results in having a culture stereotyped in this particular way in widely recognized media is that the general community can unconsciously align these fictional characters with real life people from the same background
- In this instance those who do not fit the mold of super sexy Latina are not represented in media could be ignored in terms of their cultural identity

The Maid Stereotype in Film/TV

- Family Guy's character reinforces the stereotype that maids are always Latina women who speak little or no English

- Some think that the character of Consuela should be retired because it is disrespectful to Latina families who struggled with learning English after moving to the United States
- Actress Lupe Ontiveros estimates that she played a maid at least 150 times
- When Hollywood type casts Latinas as maids it reinforces the stereotype that all maids are Latina
- The Latina maid stereotype is a consistent stereotype played out in many tv shows and films
- Even big actresses like Jennifer Lopez played a maid in the 2002 rom-com "Maid in Manhattan"

Positive Latina Representation

- Television show "**Brooklyn 99**" is an example of Latina Women being represented in film
- Two of the leads on the show are Latina
- They are both represented well because their race and background is not ignored, but is not the center of their stories or personality
It is just part of who they are as characters
- "**One Day at a Time**" is an American sitcom that came out in 2017. It's main cast features a large Cuban-American family living in the same house
- it stars a 3 generation Cuban-American family living in the same household. In an interview Gloria Calderon Kellett said that it was time for Latino representation to move forward.
- Cuban Americans are still Americans, they're just Latino. They go through the same problems as other Americans
- "**One Day at a Time**" boasts a staff that is half Latino and half female, its really giving a voice and sense of authenticity to this culture that has been stereotyped for years
- This show addresses issues like mental health, sexism, sexuality and gender, and immigration. It addresses Trump's America in a great way while also balancing the sitcom style of its predecessor.
It shows this young man having to deal with taunts like "Build a Wall" and the threat of Deportation with his mother. While it is not a political show

Sources

- <https://www.bustle.com/p/netflixs-one-day-at-a-time-vs-the-original-this-reboot-is-ready-for-2017-27837>
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