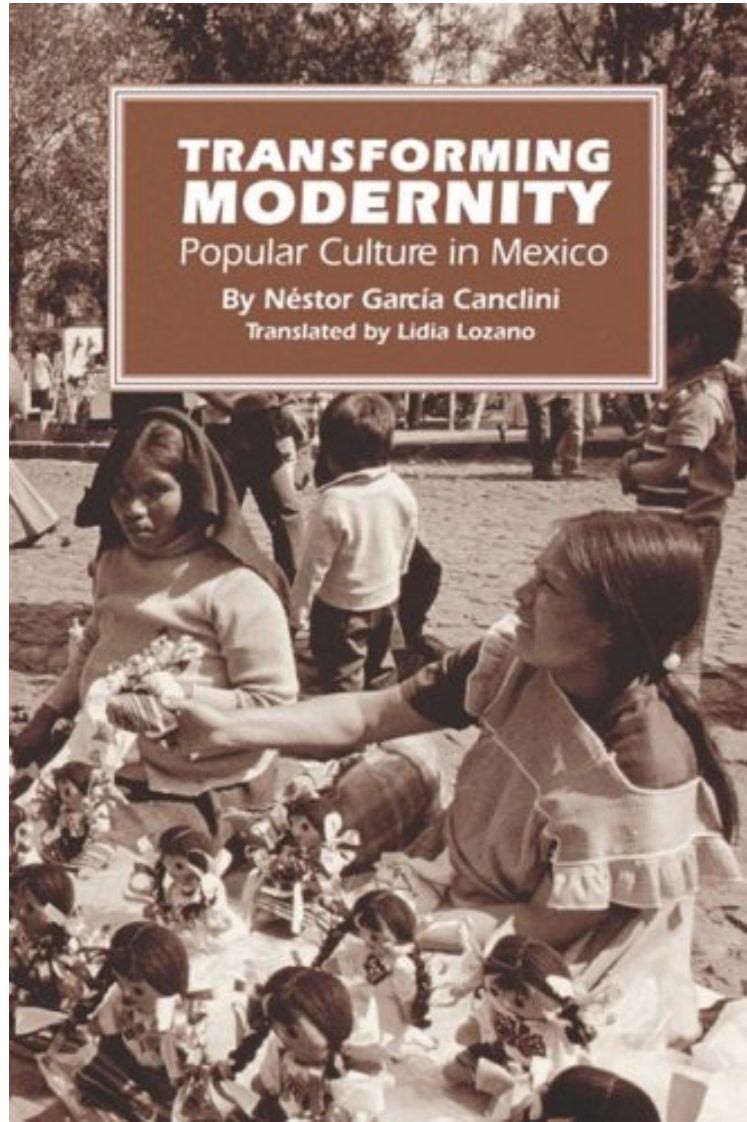


[Free pdf] Transforming Modernity: Popular Culture in Mexico (Translations from Latin America Series)

Transforming Modernity: Popular Culture in Mexico (Translations from Latin America Series)

Nstor Garca Canclini

**Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#2936110 in Books 1993-05-06 Original language: English PDF # 1 9.02 x .34 x 5.981, .39 #File Name: 0292727593144 pages | File size: 46.Mb

Nstor Garca Canclini : Transforming Modernity: Popular Culture in Mexico (Translations from Latin America Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Transforming Modernity: Popular Culture in Mexico (Translations from Latin America Series):

5 of 5 people found the following review helpful. Utterly Fascinating By J. Weaver "Transforming Modernity" tells the story of the popularization of Mexican culture and crafts. He shows how the desires and tastes of tourists have

homogenized traditional Mexican crafts into the few forms favored by tourists (like those associated with death and skulls). He also talks of the folklorization of festivals. Festivals ostensibly in honor of saints have become huge tourist attractions, which have led to their mutation into little more than a market to sell goods. Very, very interesting and theoretical look at how the global affects the local, and at culture change...something people often talk about but never demonstrate this effectively.

Is popular culture merely a process of creating, marketing, and consuming a final product, or is it an expression of the artist's surroundings and an attempt to alter them? Noted Argentine/Mexican anthropologist Nstor Garca Canclini addresses these questions and more in *Transforming Modernity*, a translation of *Las culturas populares en el capitalismo*. Based on fieldwork among the Purpecha of Michoacán, Mexico, some of the most talented artisans of the New World, the book is not so much a work of ethnography as of philosophy—a cultural critique of modernism. Garca Canclini delineates three interpretations of popular culture: spontaneous creation, which posits that artistic expression is the realization of beauty and knowledge; "memory for sale," which holds that original products are created for sale in the imposed capitalist system; and the tourist outlook, whereby collectibles are created to justify development and to provide insight into what capitalism has achieved. *Transforming Modernity* argues strongly for popular culture as an instrument of understanding, reproducing, and transforming the social system in order to elaborate and construct class hegemony and to reflect the unequal appropriation and distribution of cultural capital. With its wide scope, this book should appeal to readers within and well beyond anthropology—those interested in cultural theory, social thought, and Mesoamerican culture.

About the Author Nstor Garca Canclini, who studied in Paris under Paul Ricoeur, is a professor at the Universidad Autónoma Metropolitana de México. Lidia Lozano has translated works by Enrique Semo, Lorenzo Meyer, and Isidro Morales, among others.