

# Latinx Within the Film Industry

## Representation and Listening to the Community

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### Introduction

Latinos in the film industry have been a rising discussion over the years, partly due to the Oscar success of **Latinx** directors (Strauss). Despite their acknowledged work, other members of the community have questioned how 'we' are still not really present in film. We can look into the different ways **Latinx** participates in the industry and how to better understand the issues it entails.

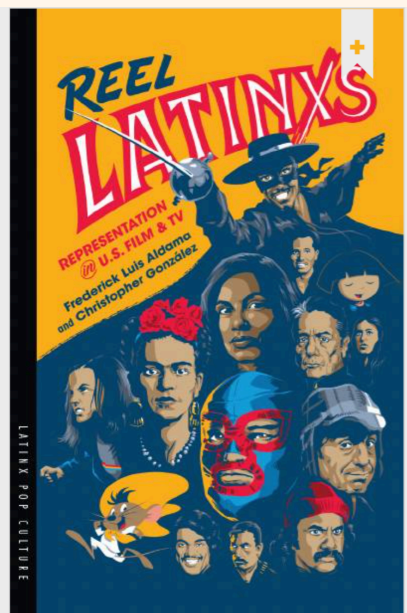
### Research Question

In what ways is the Latinx community using the film industry to convey a message(s)?

### Methods

- Peer Reviewed sources
- Scholarly articles
- Popular sources

*Reel Latinxs: Representation in U. S. Film and TV*, by Frederick Luis Aldama, and Christopher González. Published by The University of Arizona Press



### Results & Analysis

#### POOR, ISOLATED, CRIMINAL: LATINX STEREOTYPES IN FILM

Attributes of Latino Characters across 200 Popular Films

ATTRIBUTE	ALL SPEAKING CHARACTERS (%)	TOP BILLED CHARACTERS (%)
CRIMINAL	24%	28%
LOW INCOME	13%	17%
IMMIGRANT	3%	5%
RELIGIOUS	21%	26%
ISOLATED	36%	60%
TEMPERAMENTAL/ANGRY	12%	21%
TOTAL	262	72

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NALIP  
 NATIONAL ASSOCIATION OF  
 LATINO INDEPENDENT PRODUCERS

wise  
 entertainment

Hollywood's strategy to show 'representation' of **Latinx** cultural identities fails because of lazy roleplaying with stereotypes and false lifestyles.



Speedy Gonzales and in Looney Tunes "Tabasco Road" (1957)



Source: [npr.org](http://npr.org)



Source: [YouTube.com](http://YouTube.com)

- "Today, we're seeing more and more **Latinx** creators working with digital technology and internet distribution channels to get their stories out to thousands of viewers" (Aldama, 5).
- Mario Moreno Reyes represented the *pelado*, a poor young Mexican man.
- Iris Morales' *Palante, Siempre Palante! The Young Lords*-utilized archival footage, interviews, and photos to showcase the legacy of The Young Lords. ([pbs.org](http://pbs.org)).



Video-Cued Ethnography can be a method for exploring **Latinx** issues & discussing them.  
 Source: [osu.edu](http://osu.edu)

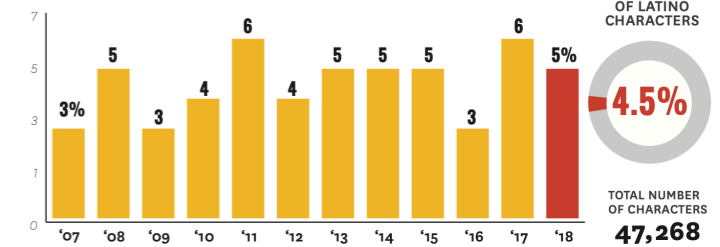
### Conclusion

#### LATINOS IN FILM: ERASURE ON SCREEN & BEHIND THE CAMERA ACROSS 1,200 POPULAR MOVIES

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#### LATINO CHARACTERS ARE MISSING IN FILM

Prevalence of Latino speaking characters across 1,200 films in percentages



The **Latinx** community is approaching film with Storytelling and Filmmaking techniques to convey bigger messages. Hollywood misrepresents cultural identities and lacks accurate characters icons in the castings of film. Documentation and Ethnography can be helpful methodologies in exploring the issues the **Latinx** community faces.

### Acknowledgments

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