

CENTER FOR LATIN AMERICAN AND CARIBBEAN STUDIES

Graduate Student Conference March 17, 2017

Session I (1:00 - 3:00)

Violence and Representations, Room 305

Chair: Eliana Castro

1:00 Welcome

1:15 Juan Mundel and Yadira Nieves-Pizarro, Media and Information Studies
War Advertising: Themes in Argentine Print Advertising During the Malvinas/Falklands War

In the plethora of literature that investigates how the advertising industry reacts to changes in society, very few studies are concerned with regions outside of North America and Europe. For this study, we were interested in testing whether the conclusions of North American research in marketing communications would transfer to an understudied market. The ever-changing Argentine economy is a fertile ground to analyze changes in advertising strategies and tactics during times of turmoil. Thus, this study considered changes in appeals and strategies in print advertisements across two eras for the Latin American country: pre-war (1981) and war (1982). With the advancement of the war efforts, results indicated that there were changes in (1) the tactical intent of the ads, (2) the nature of the advertiser, and (3) the products advertised. Additionally, our study shows that discursive strategies employed by advertisers were consistent with those emphasized by other media, such as television and print journalism.

1:30 Osvaldo Sandoval, Romance & Classical Studies

La presencia de la ausencia en "Canción de cuna para un anarquista" (2003) de Jorge Díaz y "El olvido está lleno de memoria" (2002) de Jerónimo López Mozo.

A través de las voces de los exiliados, la propuesta de mi estudio en las obras teatrales *Canción de cuna para un anarquista* (2003), del dramaturgo chileno Jorge Díaz, y *El olvido está lleno de memoria* (2002), del dramaturgo español Jerónimo López Mozo, se basa en la idea del regreso como una nueva forma de desarraigo en las sociedades posdictadura en Chile y España. El enfrentamiento con la realidad genera un nuevo trauma, el cual se encarga de develar un discurso alternativo (de ausencia y presencia) que altera un orden social preestablecido. De esta manera, identifiqué la palabra desarraigo en el sentido que Díaz le otorga al exilio en sus obras como la "separación de algo." Asimismo, parto de la idea del (auto)exilio, en base a las reflexiones de Edward Said, en *Reflections on Exile and Other Essays* (2000), no sólo como la separación de algo, sino como la pérdida de ese algo para siempre. En el caso de las obras que analizo, hablar del exilio, o del exiliado, no significa restituir la condición de la pérdida, sino más bien se trata de afrontar una realidad sometida al olvido. El exilio crea "fronteras" y "barreras" y por lo tanto se convierte en un tipo de prisión. Ahora bien, los discursos de los exiliados rompen con esas barreras y fronteras por medio de sus experiencias.

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1:45 Mary Ann Lugo, Hispanic Cultural Studies

Against Shock and Horror: Empathy for Perpetrators in Germán Castro Caycedo's Literary Reporting of the Colombian Civil Conflict

This presentation discusses the ethics of writing of Germán Castro Caycedo, one of Colombia's most well known journalists. Castro Caycedo has written, among other things, about perpetrators of violence in Colombia's civil conflicts. This paper looks at Castro Caycedo's narrative empathy for men and women who condoned or participated in the murders of civilians. This talk discusses how Caycedo writes about perpetrators in ways that condemn violence, yet shy away from affects like horror, shock, morbid curiosity, disgust or indignation. I argue that Caycedo reveals an ethics of writing that privileges aesthetics and also cognitive over affective empathy. The works discussed include *La tormenta* (*The Storm*) and *Con las manos en alto* (*With Their Hands Up*). Both were published in 2013. Germán Castro Caycedo is arguably Colombia's most famous literary journalist. For thirty-seven years, he has entertained Colombian readers with meticulously researched journalism that reads like stories or novels. A prolific writer, his books tell deeply researched stories about Colombian reality.

2:00 Andrew Bentley, Romance & Classical Studies

Unsitely Memories: Urbanizing the Archive and Archiving the Urban in Postwar Guatemala

In July 2005, after the spontaneous detonation of explosive devices, human rights activists unearthed the largest collection of archival documents ever to be found in Latin America. The Historical Archives of the National Police [AHPN] in Guatemala City, Guatemala reveal a compound of broken-down vehicles, *La Isla* [The Island, a former site of torture], and, perhaps most importantly, tangible residual debris of the civil war era: 80 million documents with precise details about crimes executed between the years 1960 and 1996. Rather than delve into the details of individual documents, the aim of this presentation is to analyze symbolic discourses not easily gleaned from hard facts and numerical data. First, it assesses the site of the AHPN, which is surrounded by walls of art by the human rights activists in a marginal zone of Guatemala City. The art provides alternative discourses of state-sponsored violence to compliment the police papers. Next, the discussion moves to photos of disappeared persons in the city's historical center to show how the lines between archive and city are blurred. These interlocking discourses provide creative ways to read the city in an archival way in that its spaces catalogue and inscribe traces of the recent past.

2:15 Claudia Berrios-Campos, Hispanic Cultural Studies

Los desequilibrios del dictador: decadencia y opresión en *La fiesta del Chivo* de Mario Vargas Llosa

En la tradición cultural hispanoamericana la figura del dictador es uno de los tópicos más recurrentes como representante de los desencuentros y desigualdades entre el poder, sus ejecutores y la sociedad civil. La novela *La fiesta del Chivo*, del Premio Nobel Mario Vargas Llosa, representa la dictadura de Rafael Leonidas Trujillo en República Dominicana durante la primera mitad del siglo XX y cómo su gobierno autoritario abusó del poder y de la vida de los dominicanos. Esta presentación pretende analizar la figura de Rafael Trujillo como dictador y cómo se configura el mito de un dictador sobrehumano, pero no sin fisuras. La representación Rafael Trujillo como dictador oscila

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entre la expresión maniática de poder y control absoluto sobre la sociedad civil con la decadencia física y la incapacidad de controlar el propio cuerpo. De esta manera, se mostrara cómo el desequilibrio que emana de la figura del dictador sobre el mundo representado se manifiesta como una crítica al autoritarismo y a sus ejecutores en la tradición hispanoamericana.

2:30 Kristine Byron, Ph.D., discussant

2:45 Question and answer with audience

Reshaping Environments, Room 302

Chair: Deon Claiborne

1:00 Welcome

1:15 Rowenn Kalman, Anthropology

Discourses of Nature and the Politics of Environmental Stewardship in the Andes

In Peru, NGOs have trained *campesino* villagers to monitor water high in the Andes and negotiate with nearby mines for better environmental protection. While trainees--called 'environmental promoters'--assert that natural resources should be protected, the NGO trainers, state workers, village leaders, and mine engineers with whom they must coordinate express different priorities and interpretations regarding *how, with what measures, and for what ends* environmental protection should be achieved. This research analyzes the discourses that lead these actors to interpret environmental stewardship differently. Discourse is not just words, but the ideas and knowledge that shape people's thinking about the world, leading to forms of social control and social possibility (McHoul and Grace 2002). Following this insight, I analyze the possibilities opened by three discourses I traced during ethnographic fieldwork with environmental promoters and their interlocutors: Andean Indigeneity, Technical Science, and Economic Rationality. Each carries different assumptions about what constitutes effective stewardship, how protection of nature should be approached, and who can claim authority over resources. I argue that environmental stewardship must be understood within the broader context of these competing discourses and the multifaceted subjectivities they both express and generate.

1:30 Aldo Gonzalez, Community Sustainability

Empowerment, Institutions for Management of Common Pool Forest and Land-cover Change Assessment with Landsat Time Series in Cherán, Mexico

More than half of the Mexican forests are commonly owned by local communities. In 2010, Mexico ranked ninth in the area of natural forest lost. Poverty is associated with higher levels of deforestation in the country; therefore, it is necessary to search for development strategies that combat the two problems simultaneously. Empowerment, a mainstream concept in the development literature, is the process by which stakeholders gain control over the resources and decisions that affect their lives; it is recognized as an instrument for community development, local governance and sustainability. However, the mechanisms by which empowerment leads to sustainability are not fully understood. From 2000-2010, the indigenous community of Cherán, Michoacán, Mexico lost 37% of

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its forest to illegal loggers linked to criminal organizations. In 2011, the community mobilized against the intruders and recovered control over their territory by force. Then, they conducted a legal process that ended in the establishment of a traditional self-governance structure. We aimed to assess the empowerment process in Cherán and the resulting institutions for the sustainable management of common forest through a qualitative case study. We also evaluated the effectiveness of such institutions quantifying the change in land cover with a Landsat Time Series.

1:45 Cristina Gauthier, Geography, Environment and Spatial Sciences
Assessment of Potential Well Contamination in Urban Altamira

Located near the city of Altamira, the Belo Monte dam is the third largest in the world. Its construction brought forth an abrupt population growth that stressed the city's wastewater and potable water systems. Irregular water service, or no connection to a water distribution network, has led to an increase in wells. Simultaneously, septic tanks remain the principal wastewater disposal system. Shallow wells coupled with sanitary discharges to the ground can lead to septic tank contaminants reaching water wells.

Using Brazilian Institute of Geography and Statistics data, and employing the Probability Proportional to Size method, 130 households in thirteen neighborhoods across varying elevations were sampled in urban Altamira in July 2016. Information collected was used to explore the relationships between well locations and depths, septic tanks, and potential superficial pollution runoff paths. High risk wells were identified via Inverse Distance Weighing (IDW) and using the ArcGIS basin function, which simulated probable pollutant flow paths from septic tanks based on elevation. Results showed runoff flows to lower elevations near the river, where shallow high risk wells occurred. This research aims to illustrate the extent of potential well contamination issues, creating a more comprehensive spatial analysis of sanitation risks in the city.

2:00 Timothy Silberg, Community Sustainability
Utilizing Social Capital to Harness Collective Action: Compost-Entrepreneurship In Guatemala

Compost micro-entrepreneurship has been promoted as a strategy to assist poor and financially vulnerable groups in many developing countries. Studies of compost entrepreneurship have primarily focused on urban contexts where enterprise development is used for sanitary services. In addition, these studies most often involve Southeast Asian or African contexts. This study explored enterprise operations in Central America's rural areas (Chimaltenango, Guatemala), finding it vital to fill the gap where compost entrepreneurship has little been studied. Compost micro-enterprises and their employees are faced with daily challenges of sustaining operations; however, the way in which quandaries profit or productivity are dealt with, vary based on the proposed strategies or solutions. Research particularly focuses on the limiting factors associated with gender, socioeconomic status and agroecological endowment. Based on this case study, investigation of compost micro-enterprises must be more cognizant about opportunities related to entrepreneurial characteristics, specifically ones related to social capital and collective action. While financial capital, natural endowment and infrastructure are necessary to sustain profitable operations; findings from the case study suggest that these types of capital cannot exist without cooperative action and supportive institutions. As a

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result, investment for entrepreneurship must not overlook human capital or the underlying capital it provides.

2:15 Steve Roels, Integrative Biology
Recovery of Bird Diversity and Activity in a Tropical Forest Restoration

Interest in forest restoration is increasing in Latin America since forests provide ecosystem services such as carbon sequestration, timber production, and ecotourism opportunities. Many reforestation projects in Panama create plantation of native trees, which offer opportunities to create new habitat for wildlife, including birds. Birds facilitate ecological recovery by delivering their own ecosystem services such as seed dispersal, pollination, and herbivorous insect reduction. Forest restoration in Panama is especially significant as the isthmus forms a narrow corridor for wildlife that range, as species and individuals, across two continents.

We conducted annual bird surveys at an experimental reforestation site in central Panama for five consecutive years. In the final year, we also conducted a more intensive, repeated effort survey to evaluate hypotheses regarding the relationship between bird diversity and activity and restoration plot characteristics, including planted tree diversity and canopy cover. Our results show a progressive return of birds to the restoration, but also a notable time lag in increases in total bird diversity and activity after tree planting. We also found that both diversity and activity were unevenly distributed throughout the site, likely due to the influence of adjacent land cover.

2:30 Laurie Medina, Ph.D., discussant

2:45 Question and answer with audience

Break with food 3:00 - 3:20 pm

Session II (3:30 - 5:00)

Gender, Room 305

Chair: Aldo Gonzalez

3:30 Laura Castro-Diaz, Community Sustainability
Fishing Gender Roles Among the Wayúu Indigenous Group and Its Relation to Vector-borne Diseases

Understanding local knowledge is extremely important for the design of intervention strategies. Indigenous communities in Latin America are vulnerable populations for the transmission of vector-borne diseases. The Wayuu indigenous group, the largest ethnic group of Colombia, is located in an endemic area of Malaria, dengue and other infectious diseases. In this paper, we examine fishing gender roles among two Wayúu communities and its relation to malaria and dengue transmission to design a community-based intervention. We conducted participatory workshops, semi-structured interviews, surveys, transect walks and participatory observation. Fishing is the main socio-economic activity of both communities; men are engaged with the catching sector of fisheries while women's

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role is mainly circumscribed to the processing and marketing of fish. Fishermen carry activities from 2 am to 6 am near to the beach and to the presence of breeding sites of *Anopheles albimanus* what increases their risk of malaria transmission. Rather women's role in fisheries is performed during the day. Usually they travel to sell the fish in the market square of Riohacha, an endemic area of dengue, which highlights the heterogeneity of susceptibility of transmission. There is a direct relationship between weather seasonality, the presence of the insect vectors, malaria and dengue cases and fishing gender roles. There is a gender differential risk of transmission of malaria and dengue due to fishing gender roles.

3:45 Judit Fuente-Cuesta, Romance & Classical Studies

Voces siempre subalternas: representaciones de mujeres caribeñas en el cine español, *Flores de otro mundo* (Icía Bollaín, 1999) y *Princesas* (Fernando León de Aranoa, 2005)

En España se quintuplicó el número de inmigrantes entre 1990 y 2005, convirtiéndose en un fenómeno de gran impacto en el país en las últimas décadas. Gran parte de los inmigrantes proceden del Caribe y Latinoamérica, lo que ha dispuesto que lo hispanoamericano tenga cada vez una presencia más privilegiada en el cine español. La inmigración latina ha provocado una ansiedad relacionada con la identidad nacional y el miedo al "otro", y el cine ha sido uno de los principales medios en mostrar la negociación entre inmigrantes y españoles. Por ello se han analizado dos películas coprotagonizadas por mujeres inmigrantes caribeñas: *Flores de otro mundo* (Icía Bollaín, 1999) y *Princesas* (Fernando León de Aranoa, 2005). A partir del estudio de los personajes se mostrará cómo el cine español comienza a dar voz a estas mujeres e intenta incrementar la empatía de los espectadores mostrando las dificultades, obstáculos y la negociación espacial a la que se exponen continuamente. Sin embargo, estas películas solamente refuerzan el estereotipo de que sólo sirven por su cuerpo y su exotividad. El cine español de principios del siglo XX carece de un discurso integrador de las mujeres inmigrantes en la sociedad española, ya que tiende a la homogeneidad y la diferencia trata de eliminarse.

4:00 Julio César Paredes, Hispanic Cultural Studies

Building a Nineteenth-Century Criollo Man's Power: Hair and Other Masculine Attributes in Argentina, Chile, and Uruguay

Physical and symbolic attributes of masculinity in *criollo* men of newly founded nations of Spanish America, specifically the geographical area known as Austral America (Argentina, Chile and Uruguay). Taking into account the discursive process by which the representation of masculinity was created in this time, I pay special attention to the display of *criollo* men's attributes, especially their hairstyle and facial hair and the way in which these features contribute to create and ideally civilized male identity. Departing from Hall's notion of representation and Foucault's concept of discourse, I identify the male *criollo* individual as political subject in literary texts that include periodical publications and their iconic illustration, literary and artistic renderings of male political characters and the ideals they intended to represent. In this way, I aim to uncover and analyze elements and processes of a discourse of idealized masculinity not only to demonstrate what meant to be "modern and civilized" in post-independent Austral America, but also to show the ways in which discourses of idealized masculinity were used to build an idea of political power that would be exerted over the

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people of Argentina, Chile and Uruguay in the nineteenth century.

4:15 Laura Romero-Quintana, Romance & Classical Studies

"The Undertone": Gossip as a Tool for Constructing and Revisiting Female Writing

One of the underlying problems in Western Literature and its Canon seems to be the lack of women writers represented in it; or the inclusion of a very small sample of them, limiting their number under different, historically false, pretexts. Now, when studying how the Literary field was formed in the 19th Century, Pierre Bourdieu realizes that male intellectual figures, congealed in Canon, didn't built themselves as such *ex nihilo*, but actually were surrounded and inserted within a network of social relationships. Later in the 90s, Toril Moi will take Bourdieu's approach and push it further by including women into the scene. Apparently, for female writers a different approach was needed given that their space, opposed to male's "cultural field", is dominated by the oral and private. This is what I link with gossip, a tool that could help us much better understand and describe this "other" intellectual space. Much like a parallel universe, the gossip works in an "undertone" that requires a different set of hearing to be properly understood. Hopefully, it will also provide an answer on how intellectual subjects such as Gabriela Mistral created themselves; as well as a tool to help us review how we've been studying this type of writers so far.

4:30 Danny Mendez, Ph.D., discussant

4:45 Question and answer with audience

Frontiers, Room 302

Chair: Melissa Chavarria

3:30 Xavier Jimenez-Cuba, Hispanic Cultural Studies

Dibujando y escribiendo el testimonio de oídas desde una perspectiva decolonial en *Primer nueva corónica* de Felipe Guamán Poma de Ayala

En este trabajo estudio las relaciones discursivas que entablan los textos y dibujos de la obra del autor andino Felipe Guamán Poma de Ayala, *Primer nueva corónica y buen gobierno*. Para fines de este estudio, presto particular atención a la representación que provee el autor acerca de las reinas y mujeres principales del mundo prehispánico andino. A partir de esta representación, evalúo cómo Guamán Poma de Ayala acude al testimonio de oídas (la tradición oral) para trazar el origen del imperio inca. Asimismo, propongo que la representación de las reinas y señoras principales está plagada de ambigüedades precisamente porque el autor toma como base una fuente maleable y mutable; el testimonio de oídas (la tradición oral). Así, noto y abordo dos tipos de discursos que sobresalen al evaluar las representaciones de las coyas y señoras principales que Guamán Poma de Ayala escribe y dibuja: el discurso judeocristiano y el discurso incaico-andino. Finalmente, sugiero que Guamán Poma de Ayala culmina por producir una obra alternativa a la visión moderna-colonial, que está escrita desde la zona de contacto, a partir de una perspectiva decolonial.

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3:45 Jose Adrian Badillo-Carlos, Hispanic Cultural Studies
Conflicto cultural del sujeto Imperial en el siglo XVI

Álvar Núñez Cabeza de Vaca, el viajero y conquistador español que se perdió por ocho años en la costa del Golfo de México a mediados del siglo XVI, se caracterizaba por ser un sujeto español que ejercía la función de tesorero y conquistador al inicio de su relato en *Naufragios*. El hecho de que su función administrativa era esencial en el proceso de conquista nos indica la posición social acomodada que ocupaba en la sociedad española de su tiempo. A través de su relato en *Naufragios* podemos observar cómo Cabeza de Vaca poco a poco se aleja de su identidad colectiva original de la España imperial para adaptarse a las prácticas culturales de las diversas sociedades indígenas con las que interactuó. Durante este periodo, su identidad propiamente individual también está en constante transformación, hasta el momento de reencuentro con sus compañeros españoles. A partir de estas observaciones es inevitable preguntarse por qué si en un principio Cabeza de Vaca se identificaba sin duda con los conquistadores españoles, en su relato parece costarle trabajo volver a identificarse con ellos. En este ensayo analizaré cómo Álvaro Núñez Cabeza de Vaca ofrece en su obra *Naufragios* una versión de su identidad por medio del control de la escritura y su autorepresentación al mismo tiempo que crea una dinámica de posiciones subjetivas. Mi objetivo es explicar cómo el protagonista de *Naufragios* se desplaza a lo largo de su relato entre las identidades del Yo y el Otro.

4:00 Charles Moulding, Romance & Classical Studies
From the Indies to America: The Transmutation of the Visual and Textual Perception of the "New World" from 1492 to 1615

From the arrival of Columbus to this continent, European perceptions of it changed as rapidly as its exploration. Several works and cultural artifacts including Columbus' own "Carta del descubrimiento" exemplify this transition within the collective mind of European society. This presentation shows how Columbus' initial perception was influenced by preconceived notions inspired by Marco Polo and other previous explorers, connecting linguistic usage, including names, with associated perceptions – thus creating the idea of the West Indies in the European consciousness. I also show through visual artifacts such as Jan Galle's "Vespucci awakens America" the changes in sensory expectations and understanding associated with the "new world", identifying tropes and stereotypes that emerged over the course of the first century. The visual analysis of both the first etching of the arrival, which was included with Columbus' letter, produced two years after the "discovery" and Jan Galle's work accomplish this goal. Through this analysis I show how what Columbus considered an encounter was later recognized as a discovery, and how this impacted the perception of the indigenous people who, unbeknownst to them, went from being Asians to Americans, and from peaceful to violent cannibals.

4:15 Sara Torres, Geography, Environment and Spatial Science
Understanding Brazilian Agribusiness: A Comparison Between Producers in Frontier and Established Areas

Soy demand in the global economy has grown at a rapid pace. Brazil has become a key supplier of soy in this commodity's global market. This increase in demand has encouraged the expansion of soy production in Brazil expanding soy production into new regions. These new frontiers present an

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interesting landscape for decision making that produces insights into the evolution of agribusiness. In Brazil the opening of new agricultural frontiers has been continuous and a part of Brazilian history. It has been known that farmers in the south may send their children to the north in search of opportunities in these new areas where the decision making context is distinctly different and therefore allows for a different understanding of the character of agribusiness. Decision making across soy and corn producers may vary depending on whether or not they are in a frontier area. This study aims to compare how producers in Tocantins, Brazil, (a frontier area of soy) may differ from those in Goias, Brazil, (an established area) on how they understand their role in agricultural chains. This study uses the aggregation of Fuzzy Cognitive Maps (FCM) according to producer type (frontier or established) and then compared the two regions. This approach represents a broadening of the applicability of FCMs to better understand how different producers in different regions of soy production may approach and understand the agribusiness.

4:30 Nikolay Karkov, Ph.D., discussant

4:45 Question and answer with audience

Final Panel 5:00 - 5:30 pm

Discussant Roundtable: Key Themes, Room 305

RCS GSA-Tropos Film Series 6:00 pm

Wells Hall B122

After the conference, the RCS graduate students invite all to attend, *Betty Blue*, the final installment of their 2017 film series.

Co-sponsored by MSU's Departments of Community Sustainability; Geography, Environment & Spatial Sciences; and Romance and Classical Studies