

CONTENTS

<i>List of Illustrations</i>	xi
<i>Acknowledgments</i>	xiii
<i>Notes from Losaida: A Foreword</i>	xv
Tomás Ybarra-Frausto	

Introduction, or, Welcome to the Closet of Barrio Popular Culture	xix
<i>Alicia Gaspar de Alba</i>	

PART I: A BARRIO ALTAR: HEROES & ICONS

A Chicana Hagiography for the Twenty-first Century: Ana Castillo's <i>Locas Santas</i>	3
<i>Rita Cano Alcalá</i>	
In Search of the Authentic Pachuco: An Interpretive Essay	17
<i>Arturo Madrid</i>	
The "Macho" Body as Social Malinche	41
<i>Gabriel S. Estrada</i>	

PART 2: MYTHIC BARRIOS: CULTURAL MYTHS

Deconstructing the Mythical Homeland: Mexico in Contemporary Chicana Performance	63
<i>Laura Gutiérrez</i>	
A Poverty of Relations: On Not "Making <i>Familia</i> from Scratch," but Scratching <i>Familia</i>	75
<i>Ralph Rodríguez</i>	
" <i>Tanto Tiempo Disfrutamos . . .</i> ": Revisiting the Gender and Sexual Politics of Chicana/o Youth Culture in East Los Angeles in the 1960s	89
<i>Dionne Espinoza</i>	
The Verse of the Godfather: Signifying Family and Nationalism in Chicano Rap and Hip-Hop Culture	107
<i>Richard T. Rodríguez</i>	

PART 3: BARRIO RITES: POPULAR RITUALS

Revisiting the Chavez Ravine: Baseball, Urban Renewal, and the Gendered Civic Culture of Postwar Los Angeles <i>Eric Avila</i>	125
<i>La Quinceañera</i> : Making Gender and Ethnic Identities <i>Karen Mary Davalos</i>	141
Only Cauldrons Know the Secrets of Their Soups: Queer Romance and <i>Like Water for Chocolate</i> <i>Miguel A. Segovia</i>	163
Cruising Through Low Rider Culture: Chicana/o Identity in the Marketing of <i>Low Rider Magazine</i> <i>Denise Michelle Sandoval</i>	179

PART 4: BORDER BARRIOS: "A TRADITION OF LONG WALKS"

Rights of Passage: From Cultural Schizophrenia to Border Consciousness in Cheech Marín's <i>Born in East L.A.</i> <i>Alicia Gaspar de Alba</i>	199
Gendered Bodies and Borders in Contemporary Chican@ Performance and Literature <i>Suzanne Chávez-Silverman</i>	215
Lost in the Cinematic Landscape: Chicanas as Lloronas in Contemporary Film <i>Domino Renee Pérez</i>	229

PART 5: VELVET BARRIOS: ESTE-REO-TIPOS/STEREOTYPES

"Lupe's Song": On the Origins of Mexican-Woman-Hating in the United States <i>Deena J. González</i>	251
Resisting "Beauty" and <i>Real Women Have Curves</i> <i>María P. Figueroa</i>	265
Out of the Fringe: Desire and Homosexuality in the 1990s Latino Theater <i>M. Teresa Marrero</i>	283
Velvet Malinche: Fantasies of "the" Aztec Princess in the Chicana/o Sexual Imagination <i>Catrióna Rueda Esquibél</i>	295

PART 6: A BARRIO COMIC: (INTRODUCING . . .)

“Los Borrados”: A Chicano Quest for Identity in a Post-Apocalyptic, Culturally Defunct Hispanic Utopia (A Reinterpretive Chicano Comic)	311
<i>Oscar “The Oz” Madrigal</i>	
<i>Contributors</i>	323
<i>Reprints & Permissions</i>	327

LIST OF ILLUSTRATIONS

Cover. "Cinco Esencias." Digital image by Alma López in collaboration with Alicia Gaspar de Alba	
Figure 1. Blueprint from <i>Early Architecture of New Mexico</i>	xxii
Figure 2. "Huehuecoyotzin from the Codex Borbonicus	45
Figure 3. "Like a Fish Out of Water." Black and white photograph by Denise Sandoval	180
Figure 4. "L.A. Woman." Black and white photograph by Denise Sandoval	181
Figure 5. "Princesas In the Hood." Black and white photograph by Denise Sandoval	182
Figure 6. "Pachuco Dance." Black and white photograph by Denise Sandoval	186
Figure 7. "Walking Lupe" by Yolanda M. López	259
Figure 8. "Leyenda de los Volcanes" by Jesús Helguera	299
Figure 9. "Amor Indio" by Jesús Helguera	300
Figure 10. "Grandeza Azteca" by Jesús Helguera	302
Figure 11. "New Hispanica . . ." Comic book art by Oscar "The Oz" Madrigal	315
Figure 12. "Identity Erasure . . ." Comic book art by Oscar "The Oz" Madrigal	316
Figure 13. "Colibri/Hummingbird . . ." Comic book art by Oscar "The Oz" Madrigal	317
Figure 14. "En route . . ." Comic book art by Oscar "The Oz" Madrigal	318
Figure 15. "Barrio Madness." Comic book art by Oscar "The Oz" Madrigal	319
Figure 16. "Big Jefe's Discovery . . ." Comic book art by Oscar "The Oz" Madrigal	320
Figure 17. "Breaking Out . . ." Comic book art by Oscar "The Oz" Madrigal	321