



HOLLYWOOD AND THE GOOD NEIGHBOR POLICY: THE IMPACT OF U.S. FOREIGN POLICY ON LATIN AMERICAN STARDOM

Katie Murphy

CASE STUDIES

- *The Three Caballeros* (1945)
- Carmen Miranda (1940s)
- Desi Arnaz and the *I Love Lucy* TV series (1950s)



THESIS

Although the objective of Hollywood's Good Neighbor Policy was to reconstruct the image of Latin Americans in order to promote hemispheric solidarity, an analysis of *The Three Caballeros* and the *I Love Lucy* television series as well as an investigation of the experiences of Carmen Miranda and Desi Arnaz reveal that Latin American stereotypes were only slightly altered as the featured film and TV series continued to bolster United States' imperialism.



HISTORICAL BACKGROUND

- Manifest Destiny
- Monroe Doctrine 1823
- Good Neighbor Policy



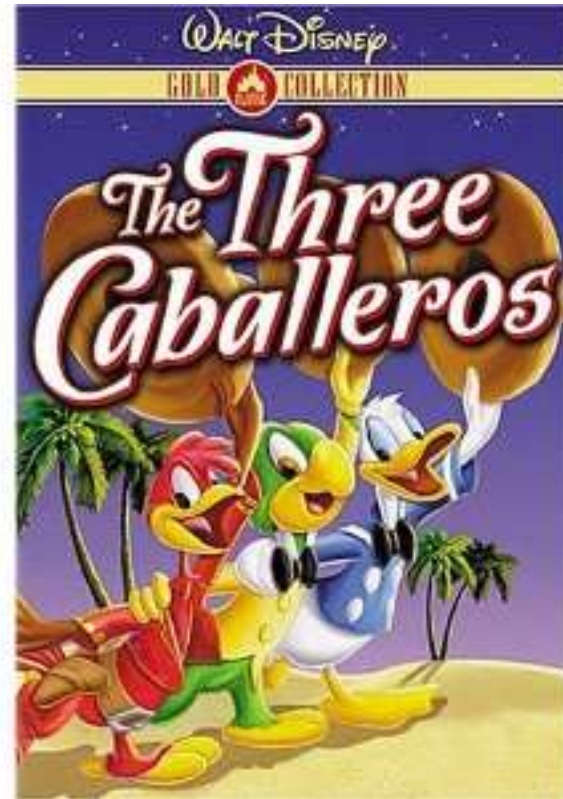
HOLLYWOOD'S INVOLVEMENT

- Recognition of cinema as powerful propaganda tool
- 1940 Coordinator of Inter-American Affairs (CIAA)
 - Nelson Rockefeller and John Hay Whitney



THE THREE CABALLEROS (1945)

- Walt Disney hired to be first cultural ambassador
- Latin America depicted from Donald Duck's perspective



THE THREE CABALLEROS

- Portrays Latin America as paradise
- Focus on allure of Latin American women
- Overtly sexualized



THE THREE CABALLEROS

- Blatant emphasis on hemispheric unity
- U.S. imperialism
 - Latin America presented as a ready offering
 - Illusory reciprocities



CARMEN MIRANDA

- Originally born in Portugal in 1909
- Moved to Rio de Janeiro, Brazil 1910
- 1928 Ambassador of Samba



CARMEN MIRANDA

- 1930-1939 one of Brazil's principal radio stars and performers
- 1939 performed in Broadway production of *On the Streets of Paris*
- main objective was to promote Brazilian popular music in the U.S.



CARMEN MIRANDA

- Opportunity to improve relations between U.S. and Brazil
- Brazil - cultural ambassador
- U.S. – the Good Neighbor



CARMEN MIRANDA

- Exotic yet non-threatening other
- Complex identity
 - Costume
 - Broken English
 - Ethnic qualities
- Homogenized



I LOVE LUCY AND DESI ARNAZ

- First aired 1950s
- First prime-time TV series that starred multi-cultural couple
- Much of show's humor centered on challenges of marriage and family life within the context of a multi-cultural marriage



I LOVE LUCY AND DESI ARNAZ

- Misrepresentation of Latin American cultures
- “Be a Pal” episode (1951)
- Desi Arnaz as symbol of integration



CONCLUSIONS

- The exploitation of Latin American cultures and the promotion of North American imperialism positively impacted the success of the film and actors
- Failed to improve reputation of Latin Americans
- All three case studies contributed to the establishment of the Latin American typecast that can still be seen today.



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