

1. Record Nr.	UNINA9910455062203321
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Titolo	Refried Elvis [[electronic resource]] : the rise of the Mexican counterculture / / Eric Zolov
Pubbl/distr/stampa	Berkeley, : University of California Press, 1999
ISBN	1-283-64630-7 0-520-92150-X 0-585-07949-8
Descrizione fisica	1 online resource (365 p.)
Disciplina	972.08/3
Soggetti	Youth movements - Mexico - Mexico City - History - 20th century Rock music - Mexico - History and criticism Music - Social aspects - Mexico - History - 20th century Politics and culture - Mexico - History - 20th century Social values - Mexico - History - 20th century Nationalism - Mexico - History - 20th century Electronic books. Mexico Civilization 20th century Mexico Politics and government 1946-1970 Mexico Politics and government 1970-1988
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Illustrations -- Acknowledgments -- Introduction -- 1. Rebeldismo in the Revolutionary Family -- 2. Containing the Rock Gesture -- 3. La Onda -- 4. La Onda in the Wake of Tlatelolco -- 5. La Onda Chicana -- 6. The Avrindaro Rock Festival -- 7. A Critique of the - "Obvious Imperialist" -- Conclusions -- Notes -- Bibliography -- Permission Credits -- Index
Sommario/riassunto	This powerful study shows how America's biggest export, rock and roll, became a major influence in Mexican politics, society, and culture. From the arrival of Elvis in Mexico during the 1950's to the emergence of a full-blown counterculture movement by the late 1960's, Eric Zolov uses rock and roll to illuminate Mexican history through these charged

decades and into the 1970's. This fascinating narrative traces the rechanneling of youth energies away from political protest in the wake of the 1968 student movement and into counterculture rebellion, known as La Onda (The Wave). Refried Elvis accounts for the events of 1968 and their aftermath by revealing a mounting crisis of patriarchal values, linked both to the experience of modernization during the 1950's and 1960's and to the limits of cultural nationalism as promoted by a one-party state. Through an engrossing analysis of music and film, as well as fanzines, newspapers, government documents, company reports, and numerous interviews, Zolov shows how rock music culture became a volatile commodity force, whose production and consumption strategies were shaped by intellectuals, state agencies, transnational and local capital, musicians, and fans alike. More than a history of Mexican rock and roll, Zolov's study demonstrates the politicized nature of culture under authoritarianism, and offers a nuanced discussion of the effects of cultural imperialism that deepens our understanding of gender relations, social hierarchies, and the very meanings of national identity in a transnational era.
