

1. Record Nr.	UNINA9910777517903321
Autore	Dorsey Margaret E (Margaret Ellen), <1973->
Titolo	Pachangas [[electronic resource]] : borderlands music, U.S. politics, and transnational marketing / / by Margaret E. Dorsey
Pubbl/distr/stampa	Austin, : University of Texas Press, c2006
ISBN	0-292-79626-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (248 p.)
Disciplina	324.7/8/09764
Soggetti	Campaign funds - Texas Business and politics - Texas, South Corporate sponsorship - Texas, South Festivals - Texas, South Texas, South Social life and customs
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [207]-222) and index.
Nota di contenuto	Introduction -- Political pachangas, marketing, and music -- A history and style of association: music, pachangas, and politics in South Texas -- Marketing pachangas: the Budgirls -- Budweiser's Hispanic Scholarship Fund Fiesta Extravaganza -- Out of a social gathering, music: galvanizing persons into politics -- Democracy and the borderlands: two versions -- Pachanga moves: a local republican and a national democratic gathering -- Ace hardware: national corporate marketers learn how the locals do it -- A private event for a public servant: "Mr. Vega" meets modernity.
Sommario/riassunto	A uniquely Tejano version of the old-fashioned political barbeque, the traditional South Texas pachanga allowed politicians to connect with voters in a relaxed setting where all could enjoy live music and abundant food and drink along with political speeches and dealmaking. Today's pachanga still combines politics, music, and votes-along with a powerful new element. Corporate sponsorships have transformed the pachanga into a major marketing event, replete with celebrity performers and product giveaways, which can be recorded and broadcast on TV or radio to vastly increase the reach of the political- and the commercial-messages. This book explores the growing

convergence of politics, transnational marketing, and borderlands music in the South Texas pachanga. Anthropologist Margaret Dorsey has observed some one hundred pachangas and interviewed promoters, politicians, artists, and local people. She investigates how candidates and corporations market their products to Hispanic consumers, as well as how the use of traditional music for marketing is altering traditional forms such as the corrido. Her multifaceted study also shows clearly that the lines of influence run both ways-while corporate culture is transforming the traditions of the border, Tejano voters/consumers only respond to marketing appeals (whether for politicians or products) that resonate with their values and the realities of their lives. Far from being an example of how transnational marketing homogenizes culture, the pachanga demonstrates that local cultures can exert an equally strong influence on multinational corporations.
