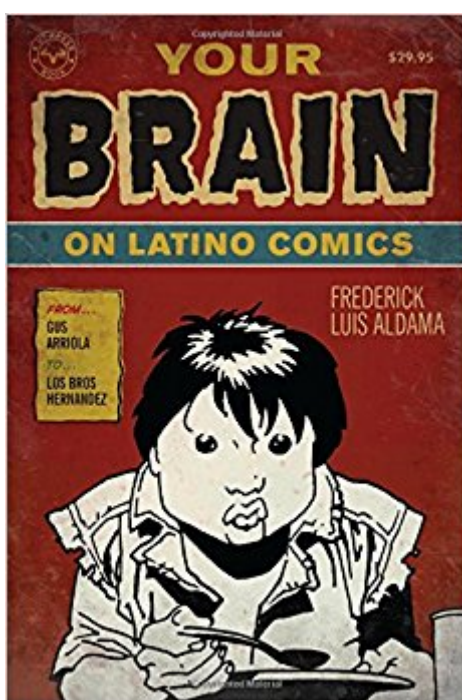


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# Your Brain On Latino Comics: From Gus Arriola To Los Bros Hernandez (Cognitive Approaches To Literature And Culture)



## Synopsis

Though the field of comic book studies has burgeoned in recent years, Latino characters and creators have received little attention. Putting the spotlight on this vibrant segment, *Your Brain on Latino Comics* illuminates the world of superheroes Firebird, Vibe, and the new Blue Beetle while also examining the effects on readers who are challenged to envision such worlds. Exploring mainstream companies such as Marvel and DC as well as rising stars from other segments of the industry, Frederick Aldama provides a new reading of race, ethnicity, and the relatively new storytelling medium of comics themselves. Overview chapters cover the evolution of Latino influences in comics, innovations, and representations of women, demonstrating Latino transcendence of many mainstream techniques. The author then probes the rich and complex ways in which such artists affect the cognitive and emotional responses of readers as they imagine past, present, and future worlds. Twenty-one interviews with Latino comic book and comic strip authors and artists, including Laura Molina, Frank Espinosa, and Rafael Navarro, complete the study, yielding captivating commentary on the current state of the trade, cultural perceptions, and the intentions of creative individuals who shape their readers in powerful ways.

## Book Information

Series: Cognitive Approaches to Literature and Culture

Paperback: 341 pages

Publisher: University of Texas Press (June 1, 2009)

Language: English

ISBN-10: 0292719736

ISBN-13: 978-0292719736

Product Dimensions: 6 x 1 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 4 customer reviews

Best Sellers Rank: #1,613,263 in Books (See Top 100 in Books) #79 in [Books > Arts & Photography > Performing Arts > Theater > Puppets & Puppetry](#) #162 in [Books > Literature & Fiction > History & Criticism > Regional & Cultural > United States > Hispanic American](#) #533 in [Books > Literature & Fiction > History & Criticism > Genres & Styles > Comics & Graphic Novels](#)

## Customer Reviews

"Holy funny pages, Batman!" Fred Aldama's *Your Brain on Latino Comics* tears open new tierra as

its savvy x-ray vision parses Latino visual culture. With voracious eyes attuned to word-image conspiracies, grandmaster Aldama's ink-stained hands reveal the legacy and destiny of 'American' comics. This is a go-to book for profs in ethnic/cultural studies and communications. Jump into a phone booth and reach for your hot spandex tights—Aldama's lush, semiotic alchemy will have you leaping buildings in a single bound!" (William A. Nericcio, Chair, English and Comparative Literature, San Diego State University; Visiting Professor, Media and Cultural Studies, University of California, Riverside)"Your Brain on Latino Comics is a much-needed addition to the field of Latino studies, serving as a bridge between a rich Latino comics history that has been paid little scholarly attention in the past and a thriving contemporary Latino literary culture that was widely influenced by Latino comics like Love & Rockets." (Eric Reynolds, editor, Fantagraphics Books)

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A great resource guide on the growing role of Latinos in the comic arts. The downside is I have to keep an eye out for some of the more obscure books mentioned. The Upside is it's well written and the research is apparent.

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Scieneces, San Diego State University--Visiting Professor, Media and Cultural Studies, University of California, Riverside

I've been reading Los Bros Hernandez since the early 80s and recently started following Rocketo. Aldama, an academic who writes for the any-joe, tells us all about these guys and many others and the way they do their magic, and what we do when we read their stuff. X-ray vision--this is it into the world of Latino comics.

"Your Brain on Latino Comics" is on the ROROTOKO list of cutting-edge intellectual nonfiction. Professor Aldama's book interview ran here as cover feature on June 10, 2009.

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