

Yessica Garcia Hernandez



Tuesday, March 14
1:00 PM - 3:00 PM

Chicano Studies Research Center Library , Haines Hall 144

"Parrandera, Rebelde, Y Attrevida:" The Trinity of Chicana/Latina Vulgar Feminisms

Abstract: In the twenty-first century, popular culture remains the space where class distinctions are created and marked onto racialized bodies. What happens when we center the fans of popular culture and their ideologies about taste, class, and pleasure? In this talk, I center the late Chicana singer Jenni Rivera to show that her cultural production created an immigrant vulgar feminist camp that made space for working-class epistemologies and challenged economies of respectability, desirability, and morality. Vulgarity as a performance strategy of feminisms allows Chicana/Latina artist to create new sexual poetics that disrupt the virgin/whore dichotomy by theorizing from the borderlands of puteria and pirujeria – helping us expand our knowledge of the rebellious vulgar femme archetype in Latinx sexuality studies. Embracing Jenni's vulgar feminist epistemologies provides a framework to study other genres of popular culture like porn, adult comics and erotic art.

Bio: Dra. Yessica Garcia Hernandez is a UC President's Postdoctoral Fellow and filmmaker in the department of Media and Cultural Studies at the University of California, Riverside. Her research theorizes working-class vulgarities as feminist rebellion and examines how Latinx and Mexican communities use atrevida epistemologies as ways to refuse respectability politics.