Contents

List of Contributors vi
Introduction 1

PART I REDEFINING NATIONAL IDENTITIES 13
1 Culture and development: the impact of 1960s 'desarrollismo'
   Alex Longhurst, Leeds University 17
2 Selling Spanish 'otherness' since the 1960s
   Dorothy Kelly, Granada University 29
3 Collective memory, the nation-state and post-Franco society
   Michael Richards, University of the West of England 38
4 Race, immigration and multiculturalism in Spain
   David Corkill, Manchester Metropolitan University 48
5 1992: memories and modernities
   Tony Morgan, Anglia Polytechnic University 58
6 How Spanish is it? Spanish cinema and national identity
   Barry Jordan, De Montfort University, Leicester 68

PART II NEGOTIATING THE PAST 79
7 Heritage: devolution and the recovery of diversity
   Tony Morgan, Anglia Polytechnic University 83
8 Cultural memory, commerce and the arts: the Valencian
   Institute of Modern Art (IVAM)
   Trinidad Manchado, Middlesex University 92
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Postmodernism and the contemporary Spanish avant-garde</td>
<td>Antonio Sánchez, Birkbeck College, University of London</td>
</tr>
<tr>
<td>10</td>
<td>Screening the past: history and nostalgia in contemporary Spanish cinema</td>
<td>Rikki Morgan-Tamosunas, Anglia Polytechnic University</td>
</tr>
<tr>
<td>11</td>
<td>Sects and secularity: another cinema, another Spain</td>
<td>Ryan Prout, Oxford University</td>
</tr>
<tr>
<td>12</td>
<td>Spectacle, trauma and violence in contemporary Spain</td>
<td>Cristina Moreiras Menor, Yale University</td>
</tr>
<tr>
<td></td>
<td>PART III MEDIA: REGULATION, MARKETS, PUBLICS</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Public accountability and private interests: regulation and the flexible media regime in Spain</td>
<td>Philip Deacon, Sheffield University</td>
</tr>
<tr>
<td>14</td>
<td>Politics and television news in Spain</td>
<td>Iñaki Zabaleta, University of the Basque Country</td>
</tr>
<tr>
<td>15</td>
<td>New media technologies in Spain: a healthy pluralism?</td>
<td>Richard Maxwell, Queens College, CUNY</td>
</tr>
<tr>
<td>16</td>
<td>The Spanish film industry in the 1980s and 1990s</td>
<td>Barry Jordan, De Montfort University, Leicester</td>
</tr>
<tr>
<td>17</td>
<td>Marketing with local culture in Spain: selling the transnational way</td>
<td>Richard Maxwell, Queens College, CUNY</td>
</tr>
<tr>
<td></td>
<td>PART IV OTHER VOICES</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Gendered images: constructions of masculinity and femininity in television advertising</td>
<td>Elvira Antón, Thames Valley University</td>
</tr>
<tr>
<td>19</td>
<td>Representation of alternative sexualities in contemporary Spanish writing and film</td>
<td>Jacky Collins, Northumbria University and Chris Perriam, Newcastle University</td>
</tr>
<tr>
<td>20</td>
<td>Changing subjects: gendered identities in ETA and radical Basque nationalism</td>
<td>Carrie Hamilton, Southampton University</td>
</tr>
<tr>
<td>21</td>
<td>Re-registering Spanish feminisms</td>
<td>Margaret Andrews, Nottingham Trent University and Anny Brooksbank Jones, Leeds University</td>
</tr>
</tbody>
</table>
Contents

22 Laws of silence: homosexual identity and visibility in contemporary Spanish culture
   Alberto Mira, Oxford Brookes University
   241

23 The politics and representation of disability in contemporary Spain
   Madeline Conway, Birkbeck College, University of London
   251

PART V YOUTH AND POPULAR CULTURES

24 The construction of youth in Spain in the 1980s and 1990s
   Mark Allinson, Royal Holloway College, University of London
   261

25 A punk called Pedro: la movida in the films of Pedro Almodóvar
   Núria Triana Toribio, Liverpool University
   265

26 Femme foetal: the triple terror of the young Basque woman in Pasajes
   Ryan Prout, Oxford University
   274

27 Media pleasures: reading the telenovela
   Hugh O'Donnell, Glasgow Caledonian University
   283

28 Football and fandom in Spain
   Liz Crolley, Manchester Metropolitan University
   295

Glossary
   304

Further Reading
   313

Index
   317
Contributors

Mark Allinson is Head of Hispanic Studies at Royal Holloway College, University of London. His interests are in modern and contemporary Spanish culture, particularly drama, cinema and subcultures. He has published articles on Lorca, Pirandello, violence in contemporary Spanish cinema and an essay on the films of Pilar Miró. Forthcoming publications include essays on gay identity, youth culture and punk in Spain. He is currently writing a book on the films of Pedro Almodóvar and a language textbook, Negotiating Spanish, in collaboration with Richard Pym.

Margaret Andrews is a research student in Hispanic Cultural Studies at Nottingham Trent University where she is working on women and social change in Spain with particular reference to women’s contemporary constructions of the city in Barcelona. Her research interests also include cultural distinctions in the production and consumption of flamenco.

Elvira Antón is Lecturer in Hispanic Studies at Thames Valley University. Her research interests are Spanish and Latin American cultural studies, particularly in relation to literature, advertising and popular culture. She has published articles on contemporary Spanish literature and race and identity in Cuba. She is currently working on issues of race and identity in nineteenth-century Cuba.

Anny Brookesbank Jones is Senior Lecturer in Hispanic Studies at the University of Leeds. She has published widely on Spanish and Latin American culture and socio-cultural theory. Recent publications include her book Women in Contemporary Spain (1997), and a volume of essays co-edited with Catherine Davies: Latin American Women’s Writing: Feminist Readings in Theory and Crisis (1996). She has recently completed two edited volumes: Culture and Politics in Latin America and a special issue of Latin American Perspectives on the politics of postmodernism in Latin
America, both with R. Munck. She is also preparing a reader on hybridity with R. Bromley and J. Tomlinson, and writing a single-authored book, *In Love and War*, on Spanish and Latin American cultural studies.

**Jacky Collins** is Lecturer in Hispanic Studies at the University of Northumbria at Newcastle. Her main areas of research are lesbian cultures in Spain and women in the Spanish Civil War.

**Madeline Conway** is a research student at Birkbeck College, University of London where she is writing her doctoral thesis on ‘The Representation of Disability in Contemporary Spanish Culture’.

**David Corkill** is Reader in Iberian Studies at Manchester Metropolitan University. He has written numerous articles on the economy and politics of both Spain and Portugal. Recent publications include *The Development of the Portuguese Economy. A Case of Europeanization* (Routledge, 1999). He is currently writing (with Joseph Harrison of Manchester University) *Spain: a Modern European Economy* as well as researching a volume on the economies of Spain’s autonomous communities.

**Liz Crolley** is Senior Lecturer in Spanish at Manchester Metropolitan University. She has published widely on the history, politics and sociology of football and issues of nationalism and identity, particularly in relation to Spain, Italy and Argentina. She also has a research interest in Spanish linguistics and gender. Her recent publications include *Football, Nationality and the State* (1996) with V. Duke, and she is currently completing *Image and Identity in European Football Writing* (working title) with D. Hand and R. Jeutter.

**Philip Deacon** is Senior Lecturer in Hispanic Studies at the University of Sheffield. He has published widely on eighteenth- and twentieth-century Spanish culture, including an edition of Leandro Moratín’s *El si de las niñas* (1995) and articles on the Spanish media. His current research involves a book on Nicolás Moratín and a study of eighteenth-century erotic poetry. He is Editorial Advisor for the *British Journal for Eighteenth Century Studies* and member of the Editorial Board of *Dieciocho*.

**Carrie Hamilton** is Lecturer in Spanish Social and Political Studies at Southampton University. Her main research interests are modern history, especially oral history, memory and women’s activism in contemporary Spain. She is currently preparing her recently completed Ph.D. on *The Gender Politics of ETA and Radical Basque Nationalism 1959–1982* for publication.

**Barry Jordan** is Professor of Hispanic Studies and Head of Spanish at De Montfort University, Leicester. He has published five books including
Contributors

Writing and Politics in Franco's Spain (1990), Carmen Laforet: Nada (1993), and Contemporary Spanish Cinema (1998) with Rikki Morgan-Tamosunas. He has also published numerous articles on post-war Spanish fiction, drama, media, intellectual and cultural history as well as on literary and critical theory. He is currently writing a volume on Spanish cinema.

Dorothy Kelly is Principal Lecturer in the Department of Translation and Interpreting at the University of Granada. She has researched mainly in the field of translator training and translation as inter-cultural mediation; she has also written on print representations of Spanish national identity and the role of the translator in the marketing and advertising of Spanish goods in English-speaking markets.

Alex Longhurst is Professor of Hispanic Studies at the University of Leeds. He is the author of six books and numerous articles on modern and contemporary Spanish literature and social history. He is currently working on naturalism and modernism in the writings of the Generation of 1898 as well as aspects of social change in contemporary Spain. He is Visiting Professor at the University of Glasgow and Editor of the Bulletin of Hispanic Studies.

Trinidad Manchado is Senior Lecturer in Spanish and Curriculum Leader for Peninsular Spanish at Middlesex University. Her main research interest is in Spanish cultural memory, particularly in relation to heritage, cinema and literature. Forthcoming publications include essays on documentary films in Spain.

Richard Maxwell, having taught Radio, TV and Film Studies at Northwestern University, is currently Associate Professor in the Department of Media Studies at Queens College—City University of New York. He has published widely on Spanish media. His writings include The Spectacle of Democracy: Spanish Television, Nationalism and Political Transition (1995).

Alberto Mira is Reader in Spanish at Oxford Brookes University, having recently held the Queen Sofia Research Fellowship at Exeter College, Oxford. His research interests are homosexuality and Spanish and Latin American culture (especially gay identities in history and homosexual/gay writing), Spanish cinema, theatre, and translation as cultural practice. He has recently published De silencios y espejos: hacia una estética del teatro español contemporáneo (1996), a Spanish translation of Albee's Who's Afraid of Virginia Woolf (1997) and Para entendernos (1999), an encyclopaedia of homosexual and lesbian culture within the Hispanic world.

Cristina Moreiras Menor is an Assistant Professor in Modern Spanish at Yale University, USA. Her main research interests are nineteenth- and twen-
tieth-century modern Spanish literature, contemporary Spanish cultural studies, Spanish film and cultural theory. She has published various articles in Spain and the USA and is currently writing a book, *Historia y síntoma: cultura herida y escritura traumática en la España contemporánea* (working title), focusing on Spanish literature and film of the last two decades in relation to the social and political events of the post-dictatorship period.

Tony Morgan is Senior Lecturer and Head of Spanish at Anglia Polytechnic University in Cambridge. His research interests include regional cultures in Spain and Europe, the politics of devolution in Spain, and the Spanish labour market on which he has published widely. Recent publications include *Pay and Conditions in Spain* (1998) and *Recruitment and Termination of Contract in Spain* (1999). He has also researched and written on popular cultures and customs in the early industrialization of Mexico, and his current research interests are focused on traditional cultures in peripheral European regions, and language and national dominance.

Rikki Morgan-Tamosunas is Dean of Languages and Social Sciences at Anglia Polytechnic University in Cambridge. Her research interests include Spanish and Latin American film and cultural studies. She has published widely on Spanish cinema, particularly in relation to gender and sexuality, postmodernism, and representation of the past. Recent publications include *Contemporary Spanish Cinema* (1998) co-authored with Barry Jordan. She continues to work on contemporary Spanish cinema, but is also preparing articles on cinema and the Spanish Civil War, and contemporary Latin American cinema.

Hugh O'Donnell is Reader in Language and Media at Glasgow Caledonian University. His research has been concerned with the comparative analysis of popular culture in Western Europe, particularly in relation to sport, soap operas and representations of monarchy. In addition to many articles, he has also published *Good Times, Bad Times: Soap Operas and Society in Western Europe* (1999) and, with N. Blain and R. Boyle, *Sport and National Identity in the European Media* (1993). He is currently working on modernism and postmodernism in Western European television.

Chris Perriam is Professor and Head of the Department of Spanish, Portuguese and Latin American Studies, and Postgraduate Sub-Dean of the Faculty of Arts at the University of Newcastle. His research areas are modern Spanish writing and cinema and Queer Studies. His publications include *The Late Poetry of Pablo Neruda* (1989) and *Desire and Dissent: an Introduction to Luis Antonio de Villena* (1995). He is currently completing a co-authored book entitled *A New History of Spanish Writing: 1939 to the 1990s*, and working on a future volume on stars and masculinities in
Contributors

Spanish cinema, as well as a series of articles on male same-sex Spanish writing. He is a member of the Editorial Advisory Board for the Journal of Spanish Cultural Studies.

Ryan Prout is currently Junior Research Fellow in Spanish at Christ Church, Oxford. His main areas of research are contemporary Spanish language cinema and literature and his current work has an emphasis on popular culture. His work on film has included articles on the work of Almodóvar, Calparsoro, Mendiola, Arcand and Palmero. He has also written on the Mexican novel and has forthcoming a monograph on phobia and reproduction in the work of Juan Goytisolo. He reviews films and literature for the Gay and Lesbian Review.

Michael Richards lectures in European History at the University of the West of England, Bristol. He is the author of A Time of Silence: Civil War and the Culture of Repression in Franco’s Spain, 1936–45 (1998). He is currently writing a social history of contemporary Spain.

Antonio Sánchez is Lecturer in Spanish at Birkbeck College, University of London. His main research interests are cinema, literature and theatre on which he has published a number of articles.

Núria Triana Toribio teaches Spanish Film and History at the University of Liverpool. Since completing her Ph.D. on Subculture and Popular Culture in the Films of Pedro Almodóvar (1994), she has published articles on Almodóvar, Ana Marisical and Pilar Miró. She is currently working on a book on Spanish National Cinema and a further project on women film directors.

Iñaki Zabaleta is Professor of Communication Studies in the Department of Journalism at the University of the Basque Country. He has written several books on technological and programming changes in Spanish and global radio and television including El factor humano en radio y television (1995). He has also worked as a journalist and documentary maker for Basque television and CNN as well as having published novels, short stories and poetry.