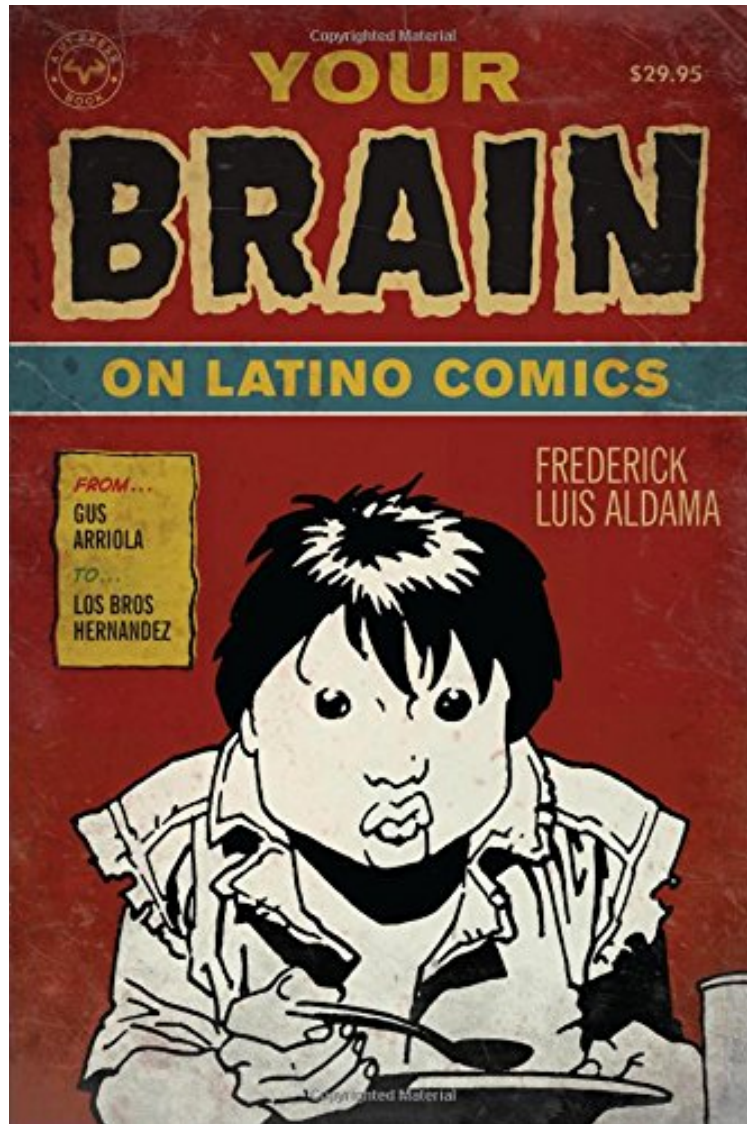


(Online library) Your Brain on Latino Comics: From Gus Arriola to Los Bros Hernandez (Cognitive Approaches to Literature and Culture)

Your Brain on Latino Comics: From Gus Arriola to Los Bros Hernandez (Cognitive Approaches to Literature and Culture)

Frederick Luis Aldama

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Frederick Luis Aldama : Your Brain on Latino Comics: From Gus Arriola to Los Bros Hernandez (Cognitive Approaches to Literature and Culture) before purchasing it in order to gage whether or not it would be worth my time, and all praised Your Brain on Latino Comics: From Gus Arriola to Los Bros Hernandez (Cognitive Approaches to Literature and Culture):

0 of 0 people found the following review helpful. Good resource guideBy AcevedoA 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.1 of 1 people found the following review helpful. Blurb from the back of the book...By W. A. Nericcio'"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--Director, Master of Arts in Liberal Arts and Sciences, San Diego State University--Visiting Professor, Media and Cultural Studies, University of California, Riverside1 of 1 people found the following review helpful. Fantastic!By Comicbook FanI'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.

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.

"'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 tightsAldama'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)"'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 tightsAldama'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)About the AuthorFREDERICK LUIS ALDAMA is Professor of English and Comparative Studies and Director of Latino Studies at Ohio State University, Columbus. His seven previous books include *Spilling the Beans in Chicanolandia: Conversations with Writers and Artists*.