

ABSTRACT

RELACIONES DE PODER, IDENTIDADES CONSTRUIDAS: EL MÉXICO PERDIDO Y LOS NEO LIBERALES

After the Revolution of 1910, Mexico's elite spearheaded a drastic change in three important areas: politics, economy, and culture. In this quest for modernity, Mexican culture in general was deemed as lacking to its European and American counterparts. Interestingly enough, this love for the "proper" is based on an ancient, pre-Columbian regard for what Octavio Paz calls Order and Form. Paz postulates that Mexicans put on a mask that robs the individual of all initiative. Likewise, this notion of the mask is presented in Rodolfo Usigli's masterpiece entitled *El gesticulador*. Subsequently, José Emilio Pacheco's *Las batallas en el desierto* establishes how Mexicans are not going to destroy their mask, but will follow the agenda imposed by the government to modernize the country. At the end, Mexicans are left with the identity dictated by the neo-liberal project, one that establishes a generic identity dictated by the multinational corporations.

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Agosto 2008