

casa de las flores

Casa de las Flores es una expresión que evoca una imagen vibrante y llena de significado, vinculada tanto a la cultura latinoamericana como a la estética del diseño y la historia. Este término, que en español significa "Casa de las Flores", puede referirse a diferentes conceptos, desde un lugar físico y arquitectónico hasta una obra artística, una serie de televisión, o incluso un símbolo cultural. En este artículo, exploraremos en profundidad el origen, significado, representaciones y relevancia cultural de la casa de las flores, abordando sus aspectos históricos, artísticos y sociales.

Orígenes y Significado del Término "Casa de las Flores"

Etimología y Uso Popular

El término "Casa de las Flores" combina dos palabras simples pero cargadas de significado:

- **Casa:** que hace referencia a un lugar de residencia, hogar o edificación.
- **Flores:** símbolos universales de belleza, fragilidad, renovación y vida.

Juntas, estas palabras evocan una imagen de un hogar rodeado o adornado con flores, simbolizando la armonía con la naturaleza y un espacio de tranquilidad y belleza.

Contexto Cultural y Geográfico

El concepto es ampliamente utilizado en países de habla hispana, donde las flores tienen un papel importante en tradiciones, festividades y expresiones artísticas. Además, muchas casas reales o tradicionales en diferentes regiones llevan este nombre, en parte por su belleza estética y en parte por su carga simbólica.

La Casa de las Flores en la Arquitectura y Diseño

Diseño y Estética

Una "casa de las flores" en el ámbito arquitectónico suele referirse a viviendas diseñadas con una fuerte presencia de elementos florales o jardines exuberantes. Algunos aspectos destacados incluyen:

- Fachadas decoradas con motivos florales en cerámica, madera o metal.
- Jardines internos o exteriores con especies variadas de flores.
- Uso de colores vivos y patrones inspirados en la naturaleza.

Ejemplos de Casas de las Flores famosas

A lo largo de la historia, varias residencias y edificaciones han sido apodadas o diseñadas como "Casa de las Flores," destacando por su belleza y carácter distintivo:

1. **Casa de las Flores en la Ciudad de México:** Un ejemplo clásico de arquitectura colonial adornada con flores y plantas.
2. **Villa de las Flores en Colombia:** Residencias rodeadas de jardines florales que reflejan la cultura local.
3. **Casa de las Flores en la serie televisiva:** Un escenario ficticio que ha popularizado el concepto en la cultura popular moderna.

La Serie de Televisión "La Casa de las Flores"

Origen y Contexto

Una de las expresiones más contemporáneas y conocidas del término es la serie mexicana "La Casa de las Flores", creada por Manolo Caro y estrenada en 2018. La serie combina elementos de comedia, drama y sátira social para explorar temas como la familia, la identidad, la sexualidad y las apariencias sociales.

Temas y Argumento

La trama gira en torno a una familia adinerada que administra una floristería y una casa llena de secretos. La casa, que en la serie aparece como una especie de símbolo de la fachada social y las apariencias, se convierte en un escenario donde se revelan las verdades ocultas de sus miembros.

Impacto Cultural

"La Casa de las Flores" ha sido aclamada por su estilo visual, narrativa mordaz y representación de temas LGBTQ+, además de ofrecer una crítica social sobre las apariencias y las hipocresías de las clases altas. La serie ha contribuido a popularizar aún más el concepto de la "casa de las flores" como un símbolo de belleza superficial y complejidad interna.

Simbolismo y Significado Cultural

Flores como Símbolos

En muchas culturas latinoamericanas, las flores representan:

- Amor y romanticismo
- Renovación y crecimiento
- Fragilidad y transitoriedad de la vida
- Decoración y celebración

Por ello, la "casa de las flores" puede simbolizar un refugio de belleza, esperanza o incluso la ilusión de perfección.

La Casa de las Flores en la Literatura y el Arte

Numerosos escritores y artistas han utilizado la imagen de una casa llena de flores para explorar temas de:

- Memoria y nostalgia
- Identidad y pertenencia
- La dualidad entre apariencia y realidad

Por ejemplo, en la poesía latinoamericana, la casa de las flores suele representar un espacio íntimo y emocional, donde los recuerdos y sentimientos florecen.

Impacto Social y Cultural

Festividades y Tradiciones

En varios países, las casas decoradas con flores juegan un papel central en festividades:

- **Feria de las Flores:** Celebrada en Medellín, Colombia, donde las casas y calles se adornan con millones de flores.
- **Fiestas Patronales:** En muchas comunidades, las casas decoradas con flores simbolizan la alegría y la devoción.

Movimientos Sociales y Representaciones

La imagen de la casa de las flores también ha sido utilizada en movimientos sociales para simbolizar:

- Resistencia y esperanza en medio de dificultades
- La belleza en la diversidad y en lo cotidiano
- El deseo de un espacio propio y digno

Conclusión

La "casa de las flores" no es solo un lugar físico, sino un símbolo cargado de significados que atraviesan la historia, la cultura, el arte y la sociedad. Desde su uso en la arquitectura y el diseño, pasando por su presencia en la televisión y la literatura, hasta su papel en festividades y movimientos sociales, esta expresión refleja una profunda conexión con la naturaleza, la belleza y las complejidades humanas. Representa tanto un refugio de paz y alegría como un espejo de las apariencias y las verdades ocultas, invitándonos a reflexionar sobre los diferentes aspectos de nuestro entorno y nuestras vidas.

En definitiva, la casa de las flores continúa siendo un símbolo poderoso que invita a explorar la belleza, la fragilidad y la esperanza que florecen en los espacios que habitamos y en las historias que compartimos.

Frequently Asked Questions

What is 'Casa de las Flores' and why is it popular?

'Casa de las Flores' is a Mexican comedy-drama series that satirizes the world of high society and family secrets. It gained popularity for its witty humor, compelling characters, and its commentary on social issues.

Where can I watch 'Casa de las Flores'?

You can watch 'Casa de las Flores' on Netflix, where the series is exclusively available for streaming.

How many seasons does 'Casa de las Flores' have?

'Casa de las Flores' has three seasons, with the final season released in 2022, wrapping up the story.

Who are the main characters in 'Casa de las Flores'?

The main characters include Virginia de la Mora, played by Verónica Castro; Paulina de la Mora, played by Cecilia Suárez; and other family members and friends who navigate complex relationships and secrets.

What are some of the main themes explored in 'Casa de las Flores'?

The series explores themes like family secrets, social class, LGBTQ+ issues, mental health, and the facade of perfection in high society.

Is 'Casa de las Flores' based on a true story?

No, 'Casa de las Flores' is a fictional series created by Manolo Caro, inspired by satirical and dramatic storytelling, not a true story.

Has 'Casa de las Flores' won any awards?

Yes, 'Casa de las Flores' has received several awards and nominations, including recognition for its writing, acting, and production design at various Latin American award ceremonies.

Additional Resources

Casa de las Flores: A Cultural Icon of Mexican Television and Its Enduring Legacy

Introduction

When discussing modern Mexican television, few shows have achieved the cultural resonance and critical acclaim as Casa de las Flores (House of Flowers). This vibrant, satirical series not only redefined the boundaries of storytelling within the Latin American entertainment landscape but also offered a sharp critique of social norms, family dynamics, and political issues through a colorful, visually stunning lens. Since its debut, Casa de las Flores has become an emblem of contemporary Mexican pop culture, inspiring conversations about sexuality, identity, and societal change. This article delves into the show's origins, thematic richness, stylistic elements, reception, and lasting impact, providing a comprehensive analysis of its significance.

Origins and Development of Casa de las Flores

Background and Creative Roots

Casa de las Flores was created by Mexican filmmaker and television producer Manolo Caro, who envisioned a series that would blend dark comedy with social commentary. Caro, known for his work in film and theater, sought to craft a narrative that challenged traditional Mexican melodrama while embracing modern storytelling techniques. His background in independent cinema and theatrical productions heavily influenced the show's aesthetic and thematic choices.

The series first premiered on Netflix in 2018, marking one of the platform's early forays into original

Latin American content. Its international distribution facilitated a broader audience, allowing viewers across the globe to engage with its uniquely Mexican perspective infused with universal themes.

Development and Production

Produced by Lemon Studios, Casa de las Flores was conceived with high production values, combining cinematic visuals with meticulous set design. The show's creators prioritized vibrant color palettes, eclectic fashion, and evocative cinematography to create a visually immersive experience that reflects Mexican culture and the show's satirical tone.

Throughout its three-season run, the series evolved from a seemingly straightforward comedy into a layered narrative exploring complex issues like LGBTQ+ rights, mental health, class disparity, and political corruption. The creative team carefully balanced humor with darker themes, ensuring a nuanced portrayal of contemporary Mexican society.

Thematic Exploration and Narrative Structure

Core Themes and Social Commentary

Casa de las Flores operates on multiple levels, combining personal stories with broader societal critiques. Its core themes include:

- Family and Identity: The series centers around the de la Mora family, whose facade of perfection masks underlying secrets, lies, and personal struggles. It challenges traditional notions of family, highlighting fluidity in sexuality and gender identity.
- Social Class and Wealth: The opulent setting of the family estate symbolizes privilege, but the narrative exposes the disparities and hypocrisies inherent in Mexican high society.
- LGBTQ+ Representation: The show is celebrated for its frank and respectful portrayal of LGBTQ+ characters, notably the gay patriarch Virginia and her children, showcasing diverse sexualities and gender identities.
- Political and Cultural Critique: Through satire, the series comments on political corruption, media manipulation, and the influence of the church in Mexican society.
- Mental Health and Personal Growth: Characters grapple with trauma, addiction, and emotional repression, making the series a candid exploration of mental health issues.

Narrative Structure and Character Development

The show employs a non-linear narrative, often using flashbacks and multiple perspectives to deepen character arcs. This approach allows viewers to understand characters' motivations and histories, fostering empathy and engagement.

Key characters include:

- Virginia de la Mora: The matriarch whose conservative veneer hides a tumultuous past.
- Paulina de la Mora: Virginia's daughter, whose obsession with order contrasts her personal chaos.
- Julián de la Mora: The transgender son navigating societal expectations.
- Bárbara and Elena: Representing different facets of Mexican femininity and social mobility.
- Diego Olmedo: The family's patriarch, whose secrets threaten to unravel the family.

The series masterfully balances comedic elements with moments of emotional intensity, often shifting tone to reflect the complex realities of its characters.

Stylistic Elements and Visual Aesthetics

Color Palette and Set Design

One of the defining features of Casa de las Flores is its vibrant visual aesthetic. The series employs a bold color palette—rich reds, lush greens, and striking yellows—that accentuates the show's satirical tone and Mexican cultural roots. The meticulously designed set pieces, from the sprawling mansion to the meticulously curated interior spaces, serve as visual metaphors for the characters' personalities and societal facades.

Costume and Fashion

Fashion plays a vital role in conveying character traits and social commentary. The characters' wardrobes range from traditional Mexican attire to avant-garde fashion, reflecting their personalities and social aspirations. For example, Virginia's elegant, conservative dresses contrast with Paulina's more flamboyant and experimental style, illustrating their differing worldviews.

Cinematic Techniques and Direction

Caro's direction employs dynamic camera angles, symbolic framing, and inventive use of space to enhance storytelling. The frequent use of close-ups captures emotional nuances, while wide shots emphasize the grandeur and isolation of the mansion. The series also utilizes surreal visual motifs, such as dream sequences and symbolic objects, to deepen thematic layers.

Reception and Critical Analysis

Audience Response and Popularity

Upon release, Casa de las Flores garnered widespread acclaim for its originality, humor, and daring social commentary. It attracted a diverse viewership, from fans of comedy to advocates of LGBTQ+ rights. The series quickly gained a cult following, with fans praising its wit and visual flair.

Netflix reports indicated that the show was among the most-watched Latin American series during its initial seasons, underscoring its global appeal.

Critical Acclaim and Awards

Critics lauded the series for its bold storytelling and aesthetic innovation. It received numerous awards, including:

- The TVyNovelas Award for Best Comedy Series.
- Recognition at the International Emmy Awards for its cultural impact.
- Multiple nominations for acting, direction, and production design.

Academic analyses highlight Casa de las Flores as a pioneering work that blends high art with popular culture, challenging stereotypes and fostering social dialogue.

Controversies and Criticisms

Despite its success, the series faced some criticism. Some argued that its portrayal of certain social issues simplistically or that its satirical tone might alienate conservative viewers. Others pointed out that, despite its progressive themes, it still operates within a predominantly white, upper-class perspective, prompting discussions about diversity and representation.

Impact and Cultural Significance

Influence on Mexican and Latin American Media

Casa de las Flores has set a benchmark for Latin American television, inspiring a wave of socially conscious, visually innovative productions. Its success demonstrated the viability of streaming platforms as outlets for culturally rich and thematically complex content.

The series also contributed to the global visibility of Mexican pop culture, showcasing its capacity for sophisticated storytelling that combines humor, drama, and social critique.

Representation and Social Change

By portraying LGBTQ+ characters as complex, multi-dimensional individuals, the series challenged stereotypes and fostered greater acceptance. It opened pathways for more inclusive storytelling in Latin America, encouraging creators to explore diverse narratives.

Moreover, Casa de las Flores sparked conversations about social inequality, mental health, and political accountability, influencing public discourse beyond entertainment.

Legacy and Future Prospects

As of 2023, the series has cemented its place as a cultural touchstone. Its influence persists in academic discussions, fan communities, and upcoming productions inspired by its bold approach.

The creators have expressed interest in developing spin-offs or related projects, signaling ongoing interest in expanding the universe of Casa de las Flores.

Conclusion

Casa de las Flores stands as a testament to the transformative power of television as an art form and social catalyst. Its innovative blend of vibrant aesthetics, sharp wit, and profound social commentary has resonated with audiences worldwide, making it a landmark in Latin American media. Beyond its entertainment value, the series has contributed to ongoing dialogues about identity, equality, and societal change, ensuring its relevance long after the final episode. As a cultural icon, Casa de las Flores exemplifies how storytelling can challenge norms, celebrate diversity, and reflect the complex tapestry of contemporary society.

Casa De Las Flores

casa de las flores: Pablo Neruda Pablo Neruda, 1974 A collection of poems by Chilean poet Pablo Neruda.

casa de las flores: Karen Brown's Mexico Clare Brown, Karen Brown, Jane Stevenson Day, 2006 The perfect book for the well-heeled, independent traveler. Everything you need to know to plan a successful trip: drive your car, rent a car, travel by luxury bus. What to see and where to stay. Mexico is a dream destination: beautiful beaches, archaeological treasures, fascinating Colonial towns, colorful markets, breathtaking whale watching, butterfly reserves, fine golf courses, outstanding museums, delicious food, glorious cathedrals, and cosmopolitan cities. Beyond all these attractions Mexico offers a dazzling variety of accommodations from elegant city hotels to thatched-roof cottages on deserted beaches.

casa de las flores: The Tapas Lover's Guide to Madrid Jo Fernandez-Corugedo, 2026-01-30

Madrid is one of the richest culinary capitals in Europe, preserving its traditions while embracing creativity and innovation. Madrileños are passionate about their food and tapas is an extension of that. Until now there's not been one travel-friendly tapas guide with every Madrid bar, restaurant and market listed personally visited by the author. This book provides an authentic, joyous, indulgent journey through the best places for tasting tapas in Madrid, guiding you through fun and interesting tapas routes, long-established markets, where to find dishes for vegetarians and vegans as well as the tradition of free tapas. Also included in this book are recipes from contemporary Spanish chefs. This guide is equally for those who love tapas and those who will love it once they've experienced the best examples of this uniquely Spanish pastime.

casa de las flores: *Contemporary Colonialities in Mexico and Beyond* Kathleen Ann Myers, Beth T. Boyd, Pablo García Loaeza, Cara A. Kinnally, Alejandro J. Mejías-López, 2023-12-18 *Contemporary Colonialities in Mexico and Beyond* explores the changing dynamic of coloniality by focusing on how modern cultural products connect to the foundational structures of colonialism. The book examines how these structures have perpetuated discourses of racial, ethnic, gender, and social exclusion rooted in Mexico's history. Given the intimate relationship between coloniality and modernity, the volume addresses three central questions: How does the Mexican colonial history influence the definition of Mexico from within and outside its borders? What issues rooted in coloniality recur over time and space? And finally, how do cultural products provide a concrete and tangible way of studying coloniality, its history, and its evolution? The book analyses how literary works, movies, television series, and social media posts reconfigure colonial difference and spatialization. Supported by careful historical and cultural contextualization, these analyses will allow readers to appreciate contemporary Mexico vis-à-vis culture and borderland issues in the United States and debates on imperial memory in Spain. Ultimately, *Contemporary Colonialities in Mexico and Beyond* presents a handbook for readers looking to learn more about coloniality as a pervasive part of global interactions today.

casa de las flores: *A Companion to Latin American Literature and Culture* Sara Castro-Klaren, 2022-06-01 Cutting-edge and insightful discussions of Latin American literature and culture In the newly revised second edition of *A Companion to Latin American Literature and Culture*, Sara Castro-Klaren delivers an eclectic and revealing set of discussions on Latin American culture and literature by scholars at the cutting edge of their respective fields. The included essays—whether they're written from the perspective of historiography, affect theory, decolonial approaches, or human rights—introduce readers to topics like gaucho literature, postcolonial writing in the Andes, and baroque art while pointing to future work on the issues raised. This work engages with anthropology, history, individual memory, testimonio, and environmental studies. It also explores: A thorough introduction to topics of coloniality, including the mapping of the pre-Columbian Americas and colonial religiosity Comprehensive explorations of the emergence of national communities in New Imperial coordinates, including discussions of the Muisca and Mayan cultures Practical discussions of global and local perspectives in Latin American literature, including explorations of Latin American photography and cultural modalities and cross-cultural connections In-depth examinations of uncharted topics in Latin American literature and culture, including discussions of femicide and feminist performances and eco-perspectives Perfect for students in undergraduate and graduate courses tackling Latin American literature and culture topics, *A Companion to Latin American Literature and Culture, Second Edition* will also earn a place in the libraries of members of the general public and PhD students interested in Latin American literature and culture.

casa de las flores: *Fodor's 2008 Puerto Vallarta* Laura M. Kidder, 2007-10 Detailed and timely information on accommodations, restaurants, and local attractions highlight these updated travel guides, which feature all-new covers, a two-color interior design, symbols to indicate budget options, must-see ratings, multi-day itineraries, Smart Travel Tips, helpful bulleted maps, tips on transportation, guidelines for shopping excursions, and other valuable features. Original.

casa de las flores: *Frontline Madrid* David Mathieson, 2017-02-09 In July 1936 insurgent

Spanish troops organized a military coup to oust the elected Republican government in Madrid. The rebel generals expected to force a quick, clean regime change but they failed. The botched uprising turned into a bloody civil war. Hundreds of thousands died in a bitter conflict which tore the country apart and rapidly turned into the prelude for an even greater conflict yet to come--the Second World War. The siege of Madrid was the key battle of the war. The world watched and waited for the city to surrender as General Franco's Nationalist army, backed by Hitler and Mussolini, closed in on the Spanish capital. But Madrid did not fall. Madrileños fought tooth and nail to defend their city. Helped by volunteers from fifty other countries--the International Brigades--they held out against all the odds until the end of the conflict in 1939. Despite its central role in twentieth-century history, the siege of Madrid is an episode largely hidden from today's visitor. There is no guide to the war sites and few clues for the inquisitive traveller who wants to know more. Frontline Madrid fills that gap. This unique guide book explains what life was like in the city under siege and what happened in the battlefield dramas. The simple to follow maps and diagrams make it easy to visit the frontline sites. The vividly written descriptions bring events and people compellingly to life. The role of prominent individuals, British and American--Orwell, Hemingway, John Cornford is explored. Off the beaten track, from the University district in the city centre to the mountains of Guadarrama less than an hour away, the remains of the war in Madrid can still be found--gun emplacements, bunkers, trenches and occasional debris. Frontline Madrid retraces the footsteps of those who lived through the conflict to take the reader on a tour in time. The usual tourist traps are left far behind to enter the gripping world of a war which shaped modern European history.

casa de las flores: Spanish Life Philip Schuyler Allen, Carlos Castillo, 1920

casa de las flores: Puerto Vallarta 2010 Fodor's, Jane Onstott, 2009-10 Detailed and timely information on accommodations, restaurants, and local attractions highlight these updated travel guides, which feature all-new covers, a dramatic visual design, symbols to indicate budget options, must-see ratings, multi-day itineraries, Smart Travel Tips, helpful bulleted maps, tips on transportation, guidelines for shopping excursions, and other valuable features. Original.

casa de las flores: Cuentos y Misterios Norberto Hernandez, 2012-11 En Cuentos y Misterios, el señor Hernández nos presenta una solidez y sobriedad de su estética narrativa que se hace manifiesta desde su primera historia, El Compadre gavilán en la cual se destaca su habilidad como fabulista. Su segunda historia, No pudo evadir su destino es un buen ejemplo de una estampa cultural hispana; en cuanto trata de todos los pormenores relacionados con un mortuorio como se realiza en cualquiera de los países hispanos. El desconocido es un excelente ejemplo de lo real maravilloso. Otro recurso postmodernista que se manifiesta en este cuento es la parodia de las autoridades represivas oficiales; que sirve de estrategia para que los grupos marginados y reprimidos confronten la cultura dominante. Finalmente, quisiera señalar el empleo de las técnicas narrativas del cubismo y del realismo mágico en las dos últimas historias, El juicio de Manuel Contreras y Tersa, además de algunos rasgos existencialistas manifiestos en estas historias. Breve resumen de la reseña de Horacio A. Hernández, Ph.D.

casa de las flores: Queer Relajo David Tenorio, 2025-08-28 In 2015, Mexico City declared itself a "gay-friendly" city and followed up with a gay tourist guide and new laws permitting changes to gender markers on legal documents, sanctioning same-sex marriage, and allowing joint adoption of children. At the same time, patterns of violence and discrimination against women, trans, and queer people have continued throughout the country. In Queer Relajo, David Tenorio argues that while Mexico City aims to bring visibility to queer sociality, the benefits of legitimizing queer space remain unclear. Combining readings of film, digital media, and performance with drag autoethnography, Queer Relajo quite literally plays with how relajo (or playfulness) structures the spaces of queer nightlife in urban contexts by revealing how nighttime intimacy can minimize the paralyzing effects of violence and precarity in a neoliberal Mexico. Considering the political implications of when a queer/trans person is present at night, Tenorio argues that queer feelings of play are not only essential to sexual liberation, but also resist neoliberal commodification and heteronormative extraction.

casa de las flores: Rick Steves Spain 2020 Rick Steves, 2019-09-03 Savor authentic paella, run with the bulls in Pamplona, or relax on Barcelona's beaches: experience Spain with Rick Steves! Inside Rick Steves Spain 2020 you'll find: Comprehensive coverage for planning a multi-week trip to Spain Rick's strategic advice on how to get the most out of your time and money, with rankings of his must-see favorites Top sights and hidden gems, from El Escorial and the great mosque of Córdoba to medieval bars serving house-made madroño liqueur How to connect with local culture: Enjoy a flamenco show in Madrid, chat with fans about the latest fútbol match, or meander down winding streets in search of the best tapas Beat the crowds, skip the lines, and avoid tourist traps with Rick's candid, humorous insight The best places to eat, sleep, and relax with a glass of sangria Self-guided walking tours of lively neighborhoods and incredible museums Vital trip-planning tools, like how to link destinations, build your itinerary, and get from place to place Detailed maps, plus a fold-out map for exploring on the go Useful resources including a packing list, Spanish phrase book, a historical overview, and recommended reading Over 1,000 bible-thin pages include everything worth seeing without weighing you down Annually updated information on Barcelona, Basque Country, Bilbao, Santiago de Compostela, León, Salamanca, Madrid, El Escorial, the Valley of the Fallen, Segovia, Toledo, Granada, Sevilla, Córdoba, Andalucía, Spain's Southern Coast, Gibraltar, Morocco, and more Make the most of every day and every dollar with Rick Steves Spain 2020. Planning a one- to two-week trip? Check out Rick Steves Best of Spain.

casa de las flores: *The Porto Rico School Review* José Padín, 1917

casa de las flores: Spanish-Language Television Manuel G. Avilés-Santiago, Jillian M. Báez, 2025 How Spanish-language television networks continue to thrive in a rapidly changing media landscape.

casa de las flores: **Transnational Streaming Television** Joseph Straubhaar, Swapnil Rai, Melissa Santillana, Silvia Dalben, 2025-09-29 Examining the impact of streaming on the global production and flow of television and film, this book provides an innovative theoretical framework to conceptualize how asymmetric dynamics of power play out in the era of global streaming. This book analyses Netflix and Amazon Prime Video, two tech-based digital native streamers, and compares them to Disney+ and HBO Max (Warner Bros. Discovery), two legacy Hollywood studios with cable TV, and broadcasting operations, now pursuing global streaming. The book compares their different models of operation and specifically explores how these four streamers, particularly Netflix, are co-producing and commissioning television programs and films in an increasing number of countries. It also examines how this trend is creating new opportunities for independent producers and soft power for the producing nations. This book further considers the direct algorithmic targeting of individuals by their genre preferences across boundaries of culture, language, and nation, boundaries that previously protected national and regional television markets, creating a new flow of data colonialism. At a more local level, the book also examines some of the national and regional streaming platforms emerging in some of the key players in the Global South: Brazil, India, and Mexico. This is essential reading for students, researchers and academics interested in media studies, global media, and global television studies.

casa de las flores: *Multiplatform Media in Mexico* Paul Julian Smith, 2019-05-23 Multiplatform Media in Mexico is the first book to treat the exciting, interconnected fields of cinema, television, and internet in Mexico over the last decade, fields that combine to be called multiplatform media. Combining industrial analysis of a major audiovisual field at a time of growth and change with close readings of significant texts on all screens, acclaimed author Paul Julian Smith deftly details these new audiovisual trends. The book includes perspectives on local reporting on the ground, as covered in the chapter documenting media response to the 2017 earthquake. And, for the first time in this field, the book draws throughout on star studies, tracing the distinct profiles of actors who migrate from one medium to another. As a whole, Smith's analyses illustrate the key movements in screen media in one of the world's largest media and cultural producing nations. These perspectives connect to and enrich scholarship across Latin American, North American, and global cases.

casa de las flores: **Argentina Travel Companion** Gerry Leitner, 2000 This 1,100-page gem is

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casa de las flores: Carlos Castaneda, Oportunismo Académico Y Los Psiquedélicos Años Sesenta Jay Courtney Fikes, 2009-02 Millones de hispanohablantes consideran verídicos los libros de Carlos Castaneda, probablemente porque la mayoría de ellos no han leído esta traducción al español del libro del profesor Jay Fikes, Carlos Castaneda, oportunismo académico y los psiquedélicos años sesenta. El Dr. Fikes publicó este libro en Canadá en 1993, después de llevar a cabo años de investigación en México y en los Estados Unidos. Ahora dos españoles, Juan Samper y Lourdes Escario, han traducido el libro de Fikes sin retribución económica, convencidos de que será de provecho para todos. La afirmación central de Carlos Castaneda, haber aprendido brujería de un anciano indio yaqui llamado don Juan Matus, se contradice con las pruebas del profesor Jay Fikes. Su investigación revela que los escritos de Castaneda están basados en caricaturas de un huichol llamado Ramón Medina Silva y de otros indios mexicanos que conoció Castaneda. El libro de Fikes expone los elementos más sensacionalistas de la pseudoetnografía encantadora de Castaneda a la vez que examina quién y qué le ayudó a convertirse en un héroe antropológico y en uno de los padrinos del movimiento New Age. El libro de Fikes inspira respeto por los rituales huicholes de los primeros frutos y por las peregrinaciones del peyote, resume las ceremonias de la Native American Church y repasa los momentos culminantes de los años sesenta, la época turbulenta en la que Castaneda se convirtió en un autor de éxito. Fikes muestra cómo y por qué Aldous Huxley, el Dr. Timothy Leary, Gordon Wasson y varios antropólogos de Los Angeles contribuyeron a crear una audiencia ansiosa por creer que los cuentos chinos de Castaneda eran ciertos. Fikes explica cómo y por qué Castaneda y sus aliados antropólogos de la Universidad de California en Los Angeles hicieron de los huicholes un imán para buscadores de chamanes análogos al maestro de ficción de Castaneda, don Juan, poniendo así en peligro las ancestrales peregrinaciones del peyote de los huicholes. Algunos creyentes en las historias sensacionalistas de Castaneda contribuyeron al trágico fallo del Tribunal Supremo de los Estados Unidos de 1990, que denegaba la libertad religiosa a unos 300.000 miembros de la Native American Church que veneran el peyote. La extensa investigación de Fikes y su experiencia de primera mano con peyote entre los huicholes y en las ceremonias de la Native American Church le cualifican de modo excepcional para desacreditar las absurdas alegaciones de Castaneda sobre chamanes y peyote, entre ellas su afirmación de que el espíritu del peyote (Mescalito) decretó su aprendizaje con don Juan Matus. El autor del prefacio, Dr. Phil Weigand, es Profesor Investigador del Centro de Estudios Arqueológicos en el Colegio de Michoacán. Ha publicado numerosos libros y artículos académicos sobre los huicholes, cuya historia y cultura empezó a estudiar en 1965 en San Sebastián con su esposa, Acelia Garcia. Los traductores de este libro, Lourdes (Clara) Escario y Juan Samper, son españoles. Lourdes Escario es licenciada en Filología Inglesa y profesora de inglés en un instituto de enseñanza secundaria en Palencia. Juan Samper es veterinario y licenciado en Filosofía. Tanto Juan Samper como Jay Fikes han llevado a cabo peregrinaciones bajo la tutela del mismo chamán huichol Jesús González. Carlos Castaneda's books are accepted as truthful by millions of Spanish speakers, probably because most of them have not read this Spanish translation of Professor Fikes' book, Carlos Castaneda, Academic Opportunism and the Psychedelic Sixties. Dr. Fikes published this book in 1993 in Canada, after completing years of research in Mexico and the United States. Now two Spaniards, Juan Samper and Lourdes Escario, have translated Fikes' book without payment, convinced that it is valuable for everybody. Carlos Castaneda's central claim, to have learned sorcery from an elderly Yaqui Indian named don Juan Matus, is contradicted by Professor Jay Fikes' evidence. Fikes'

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come together to revisit or completely retranslate the poems; and a handful of previously untranslated works are included as well. This selection sets the standard for a general, high-quality introduction to Neruda's complete oeuvre. Pablo Neruda was born in Chile in 1904. He received the Nobel Prize for Literature in 1971.

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