
Visualizing Citizenship through Mediatized Representations of Women and Violence in Neoliberal Mexico

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Abstract

This proposed contribution analyzes the production of the regimes of visual citizenship, in/justice and the role of the neoliberal gaze in the production of social representations of women and violence in contemporary Mexico. In this way, the paper analyses the media coverage of three overlapping cases from 2007 that were highly mediatized in Mexico over the same period: 1) The public debates regarding how Mexican women should be represented at the folkloric dress competition in the Miss Universe pageant; 2) The premiere of the film *El Violín*, a fictional account of State violence, and 3) The case of Ernestina Ascencio, an indigenous elder who was a victim of State violence. The analysis assesses how mediatized audio-visual practices establish socializing conditions that codify and organize the understandings of citizenship in the context of the cultural system of race and social class in contemporary Mexico. This inquiry provides insights into the social processes that partake in the invisibilization of the violation of human rights of indigenous women in contemporary Mexico, and it identifies the role civil imagination plays in it.

Keywords: visual citizenship, mestizo gaze, indigenous women, Mexico, racism, intersectionality

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