

## CONTENTS

vii    **ACKNOWLEDGMENTS**

*Matthew B. Karush and Oscar Chamosa*

1    **INTRODUCTION**

*Matthew B. Karush*

21    **POPULISM, MELODRAMA, AND THE MARKET**

The Mass Cultural Origins of Peronism

*Natalia Milanesio*

53    **PERONISTS AND CABECITAS**

Stereotypes and Anxieties at the Peak of Social Change

*Diana Lenton*

85    **THE MALÓN DE LA PAZ OF 1946**

Indigenous *Descamisados* at the Dawn of Peronism

*Oscar Chamosa*

113    **CRIOLLO AND PERONIST**

The Argentine Folklore Movement during the First Peronism, 1943–1955

*Anahi Ballent*

143    **UNFORGETTABLE KITSCH**

Images around Eva Perón

*Mirta Zaida Lobato, María Damilakou, and Lizel Tornay*

171    **WORKING-CLASS BEAUTY QUEENS  
UNDER PERONISM**

*Eduardo Elena*

209 PERONISM IN "GOOD TASTE"

Culture and Consumption in the Magazine *Argentina*

*César Seveso*

239 POLITICAL EMOTIONS AND THE ORIGINS

OF THE PERONIST RESISTANCE

*Mariano Ben Plotkin*

271 FINAL REFLECTIONS

287 BIBLIOGRAPHY

301 ABOUT THE CONTRIBUTORS

303 INDEX