Illustrations

1.1 Cover of Cinearte magazine featuring actress Eva Nil, 1927. 24
2.1 Heloiza (Guiomar Teixeira) in A filha do advogado (1926). 52
3.1 Carmen Santos in a sensual pose to promote the film A carne. Photograph published in Selecta magazine on 24 January 1925. 63
3.2 Carmen Santos in a publicity photograph for the film Mademoiselle Cinema (1925). 67
4.1 Carmen Miranda in That Night in Rio (1941). 86
5.1 Cover of Cinelândia magazine from March 1954. 99
6.1 Oscarito and Grande Otelo in A dupla do barulho (1953). 112
7.1 Eliane Lage holding the Saci trophy for best actress, which she was awarded for her performance in Ravina (1958), alongside her children. 136
9.1 In Os cafajestes Valadão’s seductive character holds one girl in his arms while looking at another, while in A navalha na carne he plays a violent pimp who exploits the poor, old prostitute Neusa Sueli (Glauce Rocha). 170
10.1 Coffin Joe in Esta noite encarnarei no teu cadáver (1967). 185
10.2 Coffin Joe in Encarnação do demônio (2008). 189
11.1 Xuxa stars as Cinderella in Xuxa em o mistério da Feiurinha (2009). 202
12.1 Vinícius de Oliveira’s role as Dario in Linha de Passe once again emphasizes his association with marginalized, urban youth. 216
12.2 Josué (Vinícius de Oliveira) cries as he watches Dora’s bus leave at the end of Central do Brasil. The close-up emphasizes the importance of the character’s reaction for narrative closure. 219
13.1 Lázaro Ramos in Madame Satã (2002). 231
14.1 Seu Jorge in The Life Aquatic with Steve Zissou (2004). 251