

Madeleine Carpenter

INST 421—Dr. Kate Centellas

September 28, 2017

Thesis prospectus draft

A prevalent machismo culture dominates a country governed by a female leader. A socially conservative nation has a wild party culture that cuts traditional social boundaries. In a country of strong and proud women, where female mobilizations in support of more robust women's rights are growing more common, I was surprised to read that they take on over 80 percent of daily household tasks. During my time in Chile, I noticed a variety of interesting phenomenon but one that particularly intrigued me had to do with the soccer culture. The people are fanatic about soccer and celebrating, with copious amounts of eating and drinking on all fronts. The concepts of leisure time, celebration, and national and local pride to Chileans are intimately tied to soccer. I began to wonder, in a machismo-laden society, how do women partake in these activities? Is it the same as the sort of engagement that I witness and partake in at home as an American woman attending characteristically “manly” sporting events? This general train of thought led me to this thesis topic and the formulation of my eventual, and more formal yet still tentative, questions: How does consumption culture and soccer affect machismo and the role of women in Chilean society? How does consumption culture shape soccer and gender identities?

In order to address these questions, I will utilize information gathered from primary and secondary sources in English and Spanish, and analyze these sources with qualitative and quantitative methods through the lens of my theoretical framework. I will incorporate data on Chilean perceptions of nationalism and national identity from LAPOP, an annual survey project

conducted by Vanderbilt University throughout Latin American countries. Primary sources will include interviews conducted with Chileans that I met during my time abroad as well as texts, newspaper articles, and magazines on Chilean food, drink, culture, nationalism, and soccer. Secondary sources will help operationalize concepts like nationalism, machismo and marianismo within the Chilean context, as well as clearly defining how the public space is affected by soccer and the consumption culture. In a general sense, and based upon Evelyn P. Stevens's definition, machismo refers to the Latin American psychosocial phenomenon of male who is prideful, dominant, and embodies the characteristics of the conquistadores (Stevens, 1973, p. 58). Simultaneously, Latin American cultures often present marianismo, the notion that the idyllic woman possesses characteristics of the Virgin Mary and is morally superior to men. My collection of secondary sources will provide examples of similar occurrences of nationalism, soccer, consumption culture, and gender identity phenomena in other regions.

I tentatively hypothesize that the relationship between food and drink, soccer, and a machista celebration culture can function as a tool that somehow leaves women out of the equation. Furthermore, I hypothesize that this trend was stronger approximately ten years ago and has since decreased as Chile has made strides in the fight for more gender equality. Understanding how these three social spheres interact will help paint a clearer picture of the place of women in a Chilean society dominated by men, fútbol, and pisco.

Literature Review

In order to grasp how these three social spheres interact, I will build my theoretical framework based upon foundational texts in the sociologies of food, sport, and gender identities and how these relationships are then mapped out onto the public sphere. The notion of public sphere and its theoretical and methodological implications are explained by Pablo Piccato in

“Public Sphere in Latin America: A Map of the Historiography.” From there, I will move into gender identities in general, while paying specific attention to their development in the Latin American region. *Changing Men and Masculinities in Latin America* by Matthew Gutmann, *Feminist Theory Reader: Local and Global Perspectives* by Carole R. McCann and Seung-Kyung Kim, and “Machismo and Marianismo” by Evelyn P. Stevens will introduce the foundational theoretical framework of this aspect of my topic.

Food sociology is addressed by Alan Beardsworth and Tereasa Keil in *Sociology on the Menu: An Invitation to the study of Food and Society*. This text will allow me to build a theoretical foundation with regards to consumption culture as it pertains to production, consumption, and cultural implications. The sociology of sport is discussed by Pierre Bourdieu in “Program for a Sociology of Sport” and by Ian Wellard in *Sport, Masculinities, and the Body*. This theory of sport sociology is then incorporated with gender identities in “Geographies of Gender, Sexuality, and Race: Reframing the Focus on Space in Sport sociology” by Cathy Van Ingen. By examining the existing theoretical frameworks in each of these areas, and then applying them to the Chilean case, I will construct an understanding of the scenery in which these elements interact.

Data and Methods

I will obtain data from a study done in compliance with the United Nations Development Program [Programa de las Naciones Unidas para el Desarrollo] for Human Development in Chile. This study was conducted in 2010 on *Gender: the challenges of inequality* [*Género: los desafíos de la igualdad*] and focuses on the landscape of gender inequality in Chile and how it has changed in the 2000s. This study discusses, through both empirical and qualitative means, the relationship between men and women, cultural representations of gender, work and income,

gender and state action, and gender, elites and power. This data presents details on how machismo trends are manifested in Chile, and will be utilized particularly with regards to understanding how machismo affects daily life, food and alcohol consumption, and sports. Additionally, I will obtain quantitative data from LAPOP that indicates trends on national identity, public opinion, and aspects of daily life. This data will contextualize the situation in Chile within the landscape of my theoretical framework.

With respect to my more qualitative data, I will utilize my primary and secondary sources to construct a historical narrative that demonstrates how gender has been affected by consumption and soccer, and how it has changed in recent years. In addition to incorporating my own personal observations, I will also identify common themes throughout my interviews and primary sources and utilize this information in my discussion of how consumption and soccer identities affect gender. For my more quantitative data, I will analyze the LAPOP 2014 Chile dataset for variables and subsequent relationships that aid in the construction of (or undermine) this narrative. For example, LAPOP has figures on variables such as income, income distribution, opinion on government, opinion on gender equality, and opinion on social issues. This mixed methods approach will allow me to conduct a more in-depth investigation of the relationship between these social elements.

Historical, Social, and Theoretical Background

Historical background for this thesis will be grounded in a variety of texts that cover each area of study, but also combine elements into a comprehensive discussion of how they have arisen concurrently, especially with regards to soccer and machismo. *Fútbol! Why Soccer Matters in Latin America* by J.H. Nadel and *Sports Culture in Latin American History* by David M.K. Sheinin serve this purpose. A general sense of the history of the region will be derived

from Eduardo Galeano's *Open Veins of Latin America: Five Centuries of the Pillage of a Continent*. Further historical context is present in a work, *Notes on the History of Chilean Cuisine* [*Apuntes para la Historia de la Cocina Chilena*], that summarizes the history of Chilean gastronomy and will be useful in understanding the foundations of the consumption culture that the country exhibits today.

In addition to the basic framework of this paper, further theoretical and social background will be derived from sources obtained through MemoriaChilena. MemoriaChilena is a government sponsored website that is committed to the preservation of the national narrative and makes a wide variety of documents fully available. Through this site I have obtained articles and magazine excerpts that illustrate important aspects of the national identity (such as machismo in society), both in the kitchen and on the soccer pitch.

Case Examples, Primary Documents, and Analysis

Primary documents include interviews and data in addition to articles and books on food, soccer, and gender identity in Latin America and Chile. Prior to studying abroad, I obtained IRB approval to conduct interviews while in Chile. While there, I interviewed Professor Carmen Channing about consumption culture, the importance of football, and machismo in Chilean society. She spoke about how football is everything to a Chilean, it is about populism, about nation, and about having fun with friends. She talked about how eating and drinking is deeply entrenched in how Chileans celebrate and often overshadows the reason for celebration itself, including everything from a senior thesis defenses to football matches. Most importantly, Carmen told me about how the culture around football has changed in her short life from being more completely and historically male dominated to now having a female following.

Additionally, I will conduct an interview via Skype, email, or WhatsApp with Professor Marcela Bassi, who specializes in gender issues in Latin America.

I will draw on a compilation of case examples from Europe that were compiled by Thomas Wilson into *Food, Drink and Identity in Europe*. Essays compiled into this book discuss how food, drink, and identity contributes to the construction of local and national identities and culture. Analyzing the methods utilized by these authors in addition to the content of the studies themselves will provide greater understanding in the Chilean case. It will create room for comparative examples with other large soccer countries that exist outside of Latin America. Additional primary documents include a book called *Las Escuelas de la Identidad: La Cultura y el Deporte en el Chile Desarrollista*. This text will be an invaluable source of information on the relationship between soccer, culture and the state. It was written following the authors' investigations of the topic in the early 2000's and covers the need for a Chilean national identity, the role of the magazine *Estadio*, and the way this soccer culture as a national identity began, evolved, and what it looked like at the turn of the century.

Discussion

Weaving together a broad theoretical framework with a tighter knit Chilean narrative that is supplemented by case examples, data, and primary sources will address my questions of how consumption culture, soccer, and machismo play out in the public sphere. The topic of women's roles in Chile has changed significantly in the lifetime of many of the women I befriended while living there and contributing to the scholarly literature on this topic will shape understanding of this period of change. As Chilean women continue to gain ground in their social, political, and economic struggles, documenting the transitions of daily life as they pertain to soccer and

consumption culture will contribute to the broader understanding and meaning of gender identities in Chile.

Works Cited.

- The AmericasBarometer by the Latin American Public Opinion Project (LAPOP),
www.LapopSurveys.org.
- Bassi, Marcela. Personal interview.
- Beardsworth, Alan and Keil, Tereasa. (1997). *Sociology on the menu: An invitation to the study of food and society*. London, U.K.: Routledge.
- Bourdieu, Pierre. (1998). Program for a sociology of sport. *Sociology of Sport Journal*, 5 (2), 153-161.
- Channing, Carmen. Personal interview.
- Desarrollo Humano en Chile 2010. Genero: Los desafíos de la igualdad.
- Galeano, Eduardo. (1977). *Open veins of Latin America: Five centuries of the pillage of a continent*. New York, NY: Monthly Review Press.
- Gutmann, Matthew C. (2003). *Changing men and masculinities in Latin America*. Durham, NC: Duke University Press.
- Kumar, Nikhil. (2014). The machismo paradox: Latin America's struggles with feminism and patriarchy. *Brown Political Review*. Retrieved from <http://www.brownpoliticalreview.org/2014/04/the-machismo-paradox-latin-americas-struggles-with-feminism-and-patriarchy/>
- Levitsky, Steven. (2003). *Transforming labor-based parties in Latin America: Argentine Peronism in comparative perspective*. Cambridge, U.K.: Cambridge University Press.
- McCann, Carole R. and Kim, Seung-Kyung. (2013). *Feminist theory reader: Local and global perspectives*.
- Memoria Chilena. "La construcción social de lo masculino en Chile: Itinerarios de la masculinidades hegemónicas y emergentes (1850-1950)."
- Nadel, J.H. (2014). *Fútbol! Why soccer matters in Latin America*. Gainesville, FL: University Press of Florida.
- Pereira Salas, Eugenio. (1991). *Apuntes para la Historia de la Cocina Chilena*. Chile: Editorial Universitaria.
- Piccato, Pablo. (2010). Public sphere in Latin America: a map of the historiography. *Social history (London)*, 35 (2), 165-192.

Sanchez, Tatiana. Personal interview.

Santa Cruz A., Eduardo & Santa Cruz G., Luis Eduardo. (2005). *Las escuelas de la identidad: La cultura y el deporte en el Chile desarrollista*. Santiago: LOM Ediciones: Universidad ARCIS.

Sheinin, David M.K. (2015). *Sports culture in Latin American history*. Pittsburgh, PA: University of Pittsburgh Press.

Stevens, Evelyn P. (1973). Machismo and marianismo. *Society*, 10 (6), 57-63.

Van Ingen, Cathy. (2003). Geographies of gender, sexuality, and race: Reframing the focus on space in sport sociology. *International Review for the Sociology of Sport*, 38 (2), 201-216.

Viches Parra, D. (2016). Del Chile de los triunfos morales al “Chile, país ganador”. La identidad nacional y la selección chilena de fútbol durante la Dictadura Militar (1973-1989). [From the Chile of moral triumphs to “Chile, the winning country.” National identity and the Chilean national football team during the military dictatorship (1973-1989).] *Historía Crítica*, 61, 127-147.

Wellard, Ian. (2009). *Sport, masculinities and the body*. New York, NY: Routledge.

Wilson, Thomas M. (2006). *Food, drink and identity in Europe*. New York, NY: Rodopi B.V., Amsterdam.