

Abstract

Does what we consume reflect who we are? How often do you see positive depictions of Latina women in the media? Mass media has a powerful way of translating a message to an audience. People's consumption of mass media is based on things we relate to, find humorous or things that we just simply find entertaining. A lot of what we are seeing in mass media today tends to be things that may reflect aspects of individual's identity. Specifically referring to representation, we begin to acknowledge and understand the enormous difference we see in the way women of color and white women are being portrayed. For my independent research this semester I decided to focus my research on the comparison between representation of Latina women in the United States media to media showcased in Latin American countries. There tends to be various number of shows that are showcased in Latin American countries that are remade into Americanized telenovelas which is what I decided to choose for my project. In order to accumulate the substantial amount of data that I would need to address my research question I decided to do a content analysis of '*Ella's Son La Alegria Del Hogar*' (the Latin American original telenovela), and its remake, *Devious Maids*. In order to conduct my content analysis, I chose to do a systematic sampling, using samples of both "Devious Maids" and "Ella's Son La Alegria Del Hogar." I focused a lot of my attention on the ways in which Latina women were being treated, how they dressed, and whether or not they held roles that showcased them outside of stereotypical roles we tend to see them in. I found that although all the Latina women in both shows held a stereotypical role of being maids, in *Devious maids* there was a distinct structure of hierarchy based on race and socioeconomic status whereas that distinction wasn't quite evident in *Ella's Son La Alegria Del Hogar*. On the other hand, in regard to the sexualization of the Latina women, I found that Latina women were sexualized more in *Ella's Son La Alegria Del Hogar* than in *Devious Maids*.