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Appropriation VS Appreciation of Latinix Culture: Where Do We Draw the Line?

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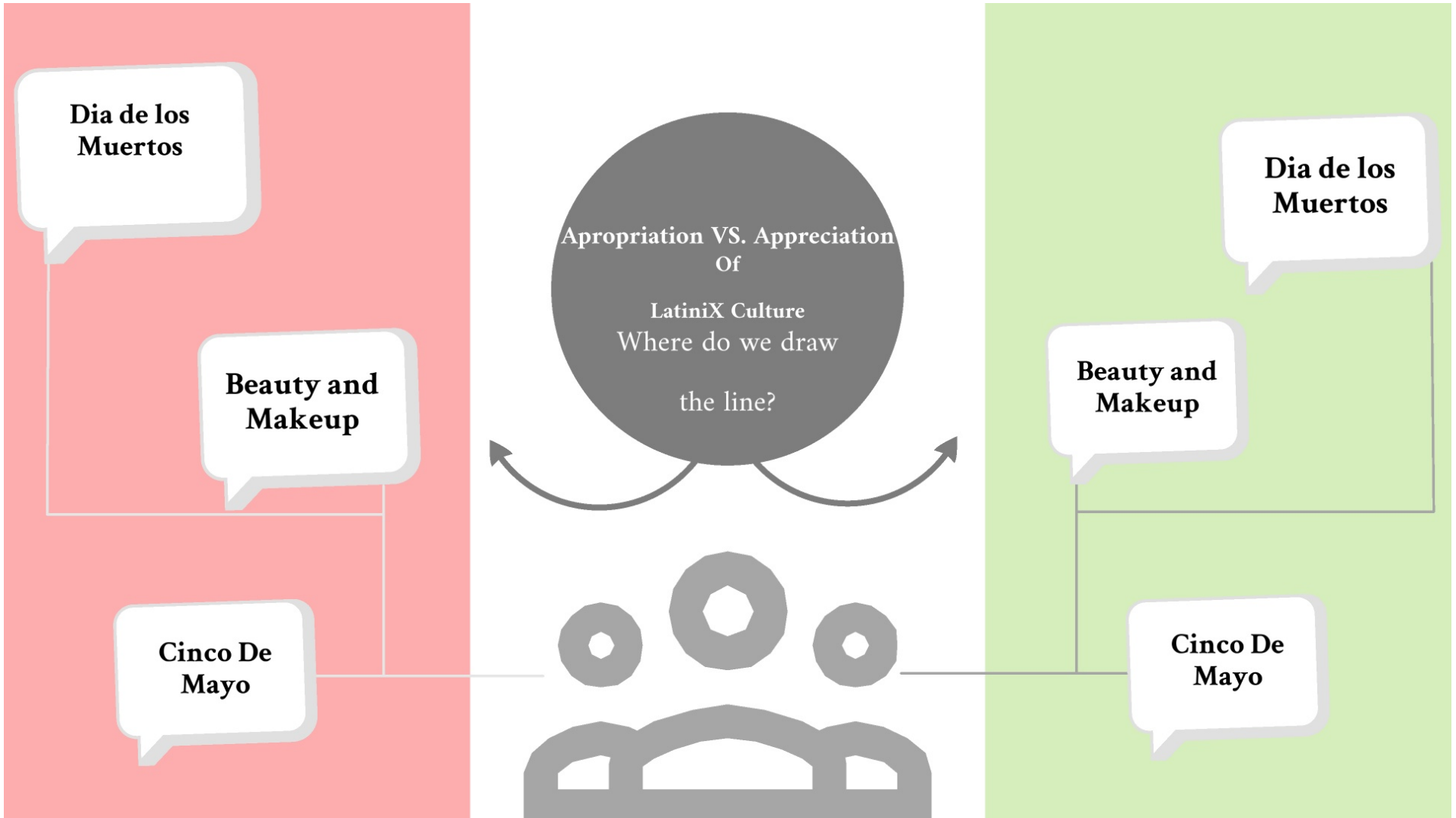
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Dia de los Muertos: What does Appropriation Look like?

"I'm going to be a sugar skull for halloween this year"

"Halloween and the day of the dead are pretty much the same thing"

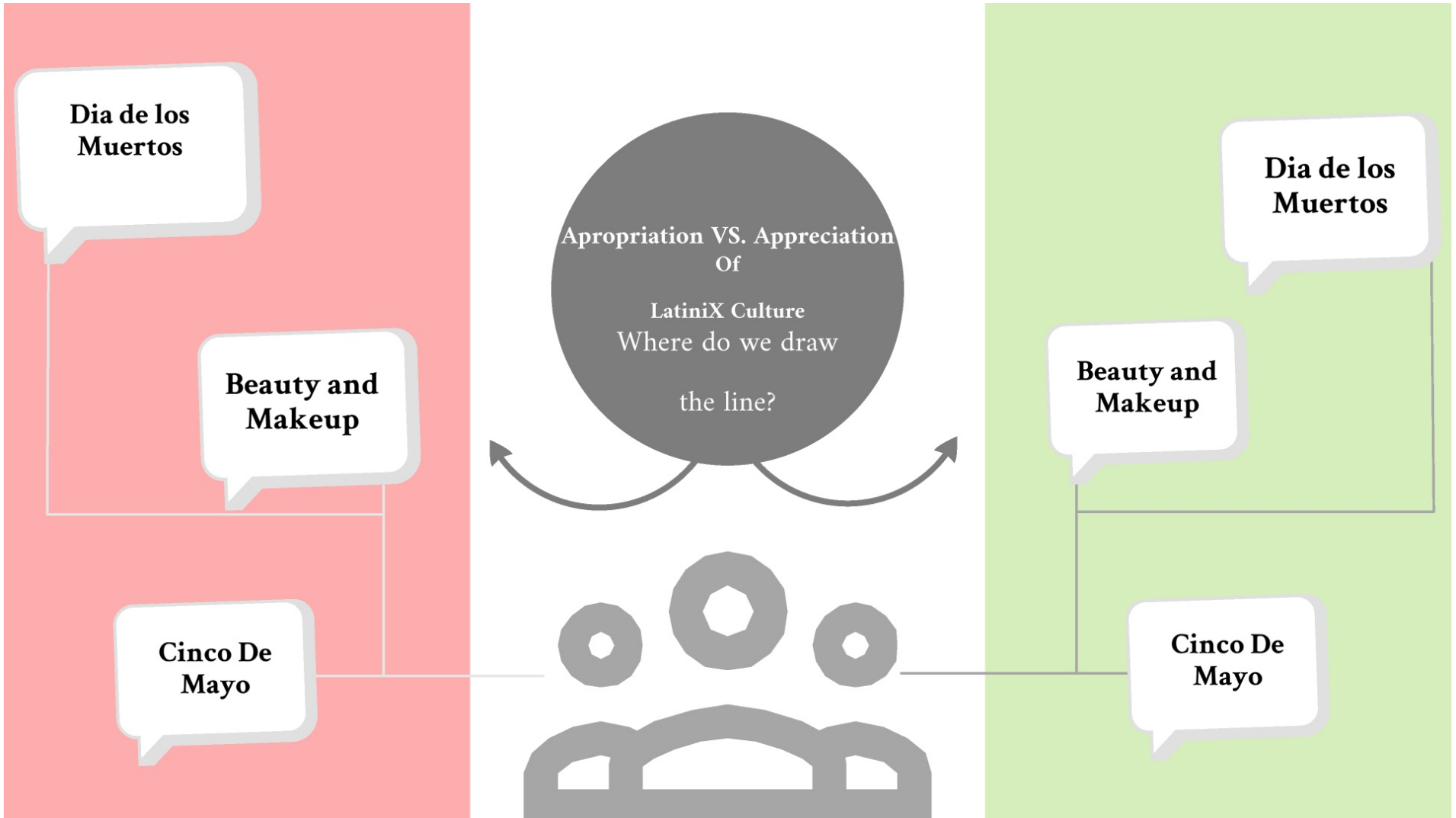
decorating for halloween with sugar skulls

Why?

This manner of thinking is detrimental to the deeper meaning of the holiday, and leaves Dia de los Muertos susceptible to becoming westernized.

What is wrong with these statements?

- La catrina or sugar skull makeup of the representation of embracing life and mortality.
- Dia de los Muertos is...
- Decorating your home with Dia de los muertos garb with the purpose of halloween decor takes away from the meaning of the La catrina sugar skulls, marigolds, and papel picados ect.



Dia de los Muertos: What does Appreciation look like?

" I love that sugar skull! It's such a beautiful decoration!"

"So what is an ofrenda for? And can I make one as well?"

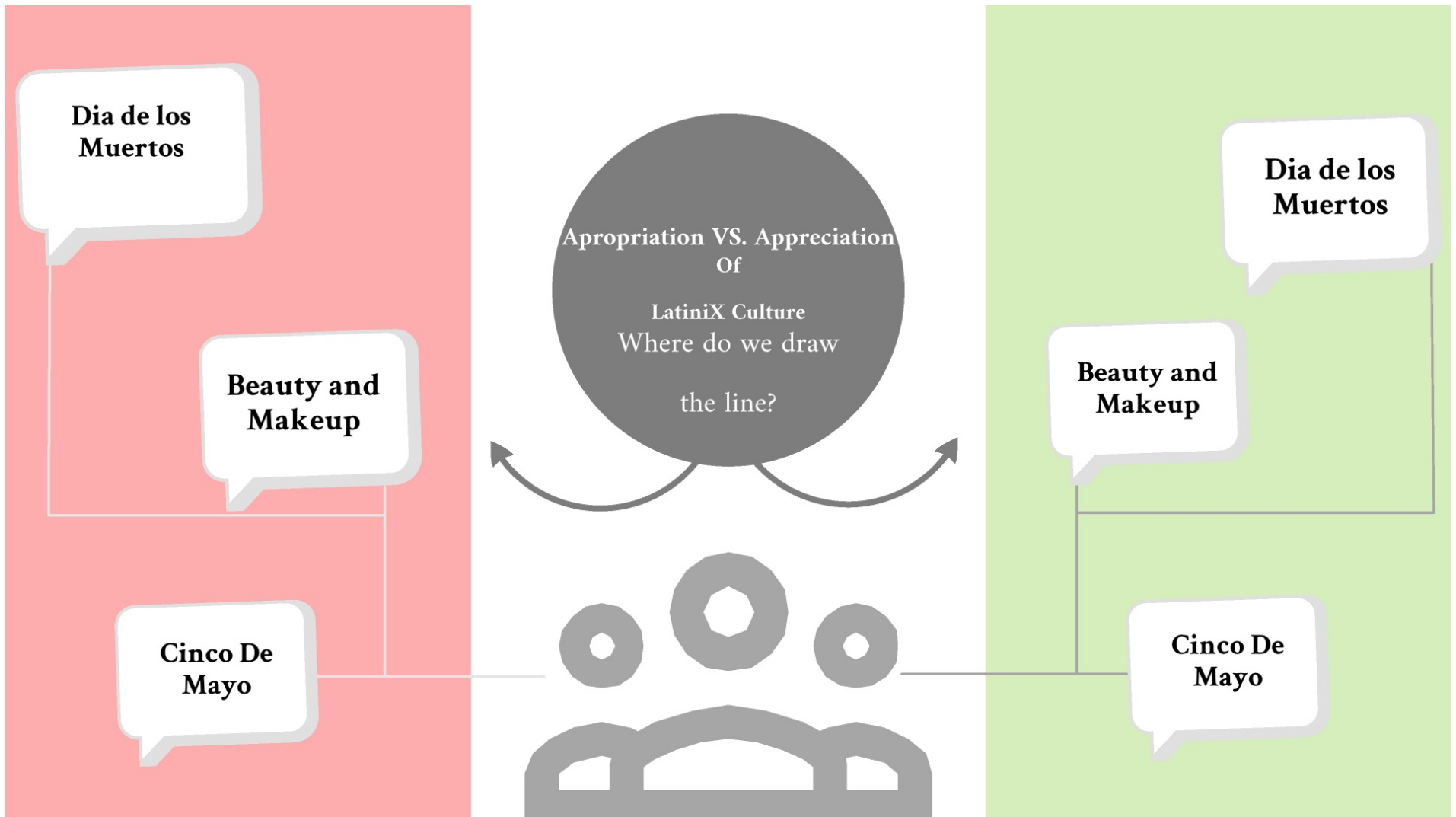
"So what is the significance of a sugar skull?"

Why?

Asking questions is one of the best forms of appreciation when it comes to culture. Join in on the celebration when you understand the celebration.

What is better about these statements?

- Understanding the context of La catrina and ofrenda lets people understand why the use of these significant parts of our culture are more than just decoration.
- Using these objects without understanding the significance takes away from their meaning. It is more than just a costume or party favor.



Appropriation in the Beauty Community:

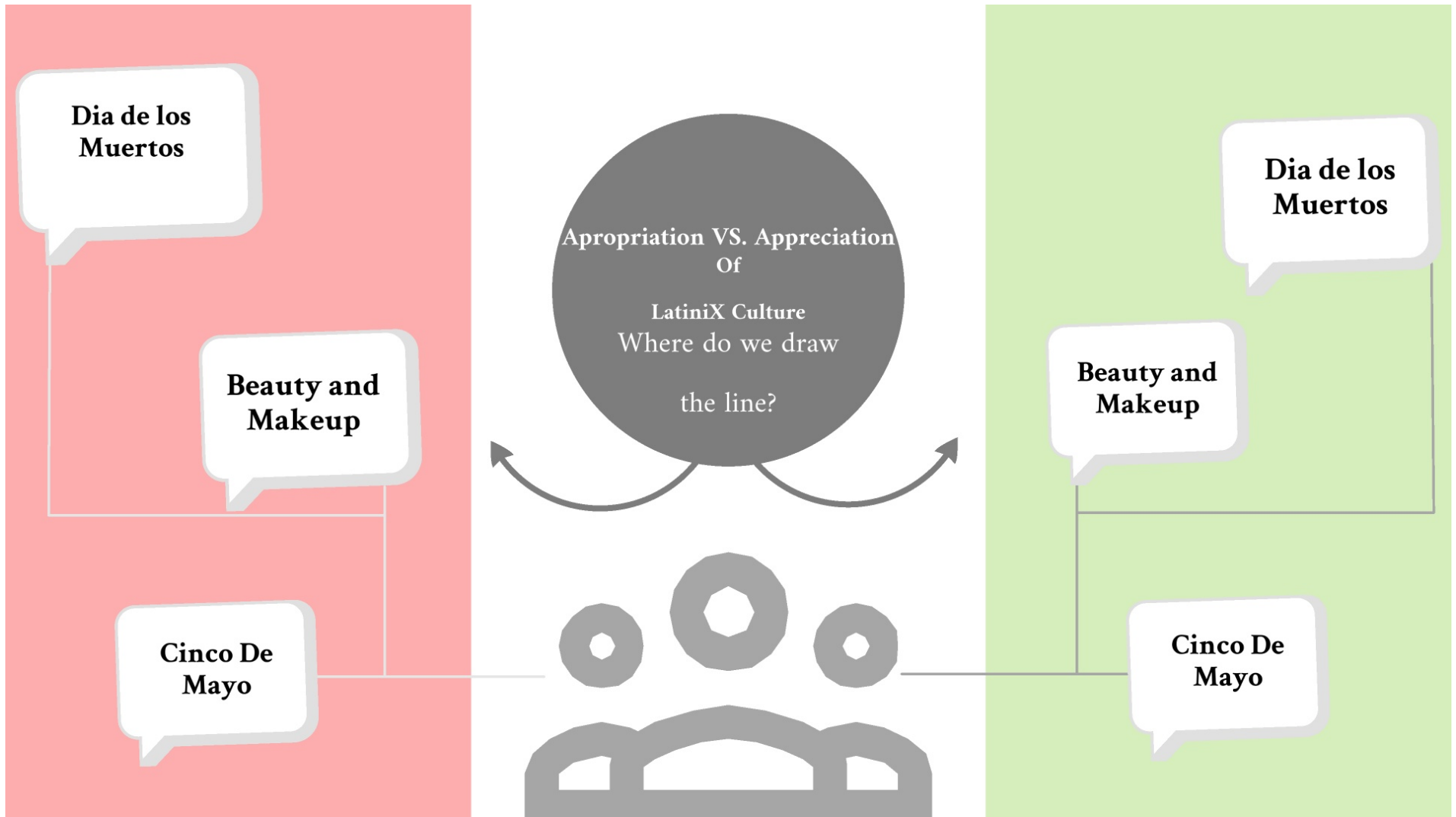
"Brownie Lips trend"
"Clean Girl Makeup"

Why?

Taking a historically black & latina makeup look and outfitting depicting it as a trend curated by a white woman falls under the ideals of appropriation, as this was a look once ridiculed in the beauty community.

What is wrong with ignoring this?

- Ignoring the cry of black and latina women for the credit of this trend creates appropriation.
- Not giving credit to black and latina women disregards their own creation that they were once called extremely vulgar and disrespectful names because of.
- As soon as a white beauty content creator mentions how it is her "go to fall lip combo" it is suddenly "cute", "trendy" and desirable.
- Hailey Bieber does not claim to have created this "Trendy look", but white women have deemed her the "creator"



Appreciation in the Beauty Community:

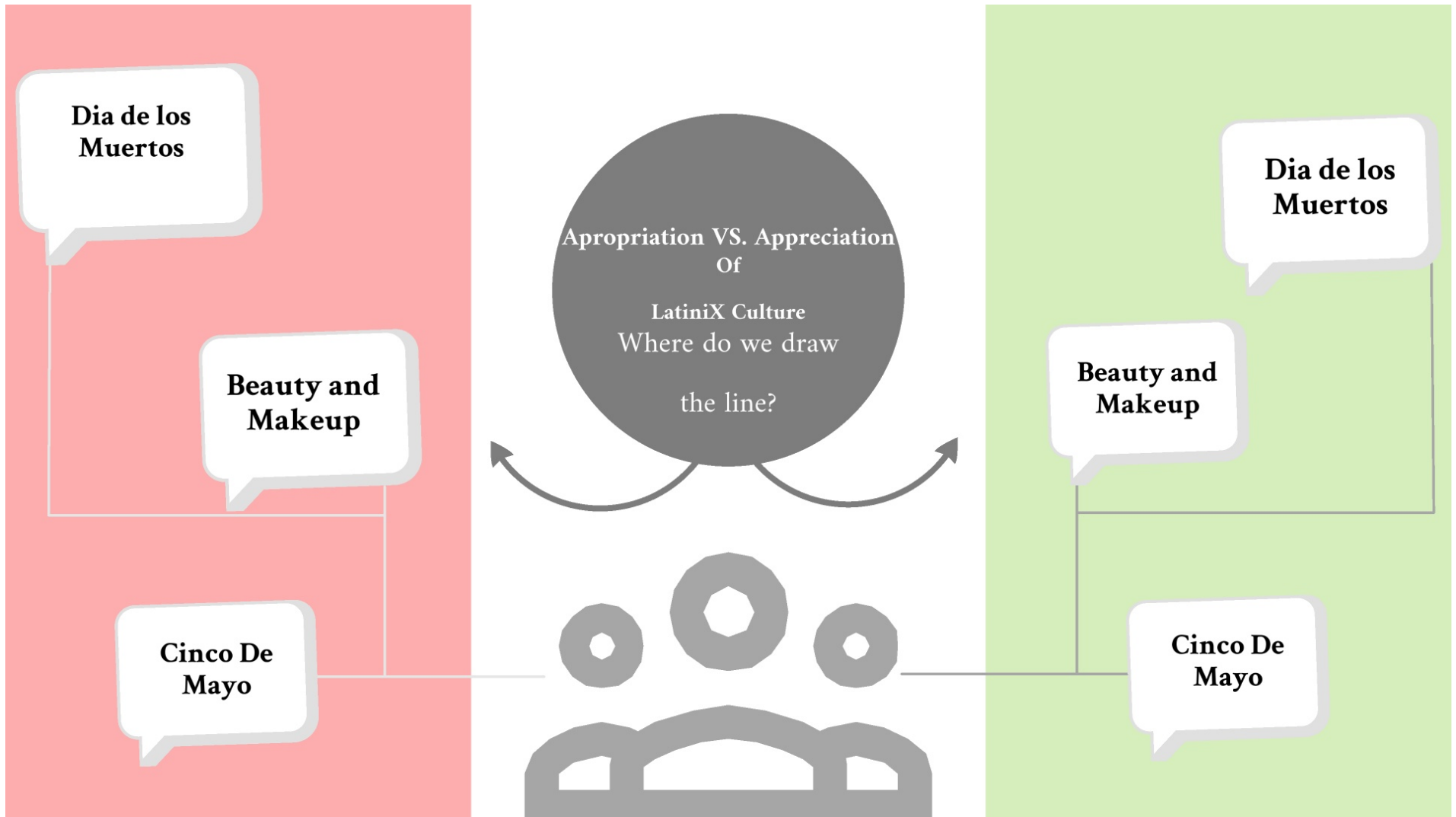
Giving credit, where credit is due

Why?

Giving credit to black and latina women rather than following the "trend" plays into the idea of appreciation rather than appropriation. Give back the credit, where credit is due.

What makes this Better?

Giving latina women the credit for this trend appreciates the influence they have given to the community. Not acknowledging that influence give the power to someone else other than the person that created it in the first place. This especially applies when you implament the fact that black and latina women were once mocked and ridiculed for this "trashy" and "unsophisticated" looks. We were used for the trend but completly shut out from the conversation.



Cinco De Mayo: What does Appropriation look like?

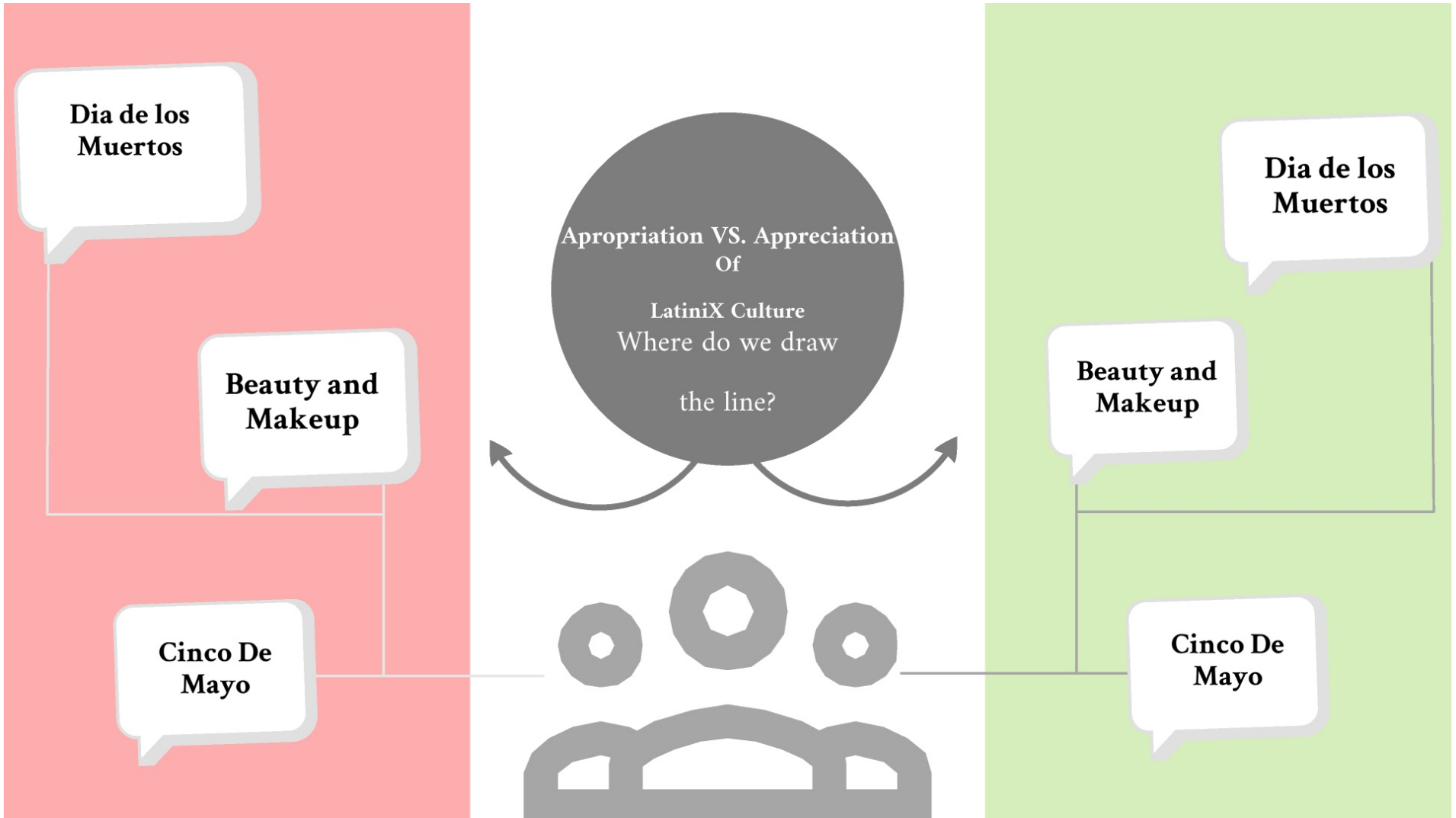
"Marketing of the holiday"
Stereotypes/Westernization
Defending your appropriation

Why?

By playing into the stereotypes that persist during this time of the year, you are also playing into appropriation of a culture. This holiday was a celebration of Mexico's triumph in the battle of Puebla and has since been westernized into what we know today as Cinco de Mayo. Refusing to end these appropriative ways has long been a trend in our modern society.

What is wrong with refusing to change?

- Refusing to acknowledge when something is culturally appropriating.
- Stereotypes diminish the very real people behind a culture. It can be damaging to the people within the culture as well.
- Latino Marketing: Using our culture and a westernized holiday in order to make a profit by promoting stereotypical celebratory items for Latinos such as alcohol, Serapes, and sombreros.



Cinco de Mayo: What does appreciation look like

- *Acknowledgment of the holidays original meaning*
- *Celebrating without the means to stereotype*
- *Acknowledging when someone else is appropriating*

Why?

Acknowledging when you see, hear or do something that falls under appropriation, is the first step towards appreciation. Without acknowledging the issues in the first place, it will be more difficult to learn how to eradicate them. While this holiday has become extremely westernized there are ways in which you can still celebrate without the stereotypes and appropriation.

What makes acknowledgment better?

- Acknowledging the holidays true origins you can better understand the importance of the holiday within our culture.
- Celebrating the holiday as is, without the stereotypes attached leads to a better means of appreciating the holiday as a celebration rather than a means to give into stereotypes.
- If you see another person giving into these stereotypes and don't acknowledge them, you are playing into the appropriation. If you do, however, explain to people when they are appropriating our culture you are then appreciating it by helping this celebratory holiday become what it once was- a celebration rather than the westernized version of it.

