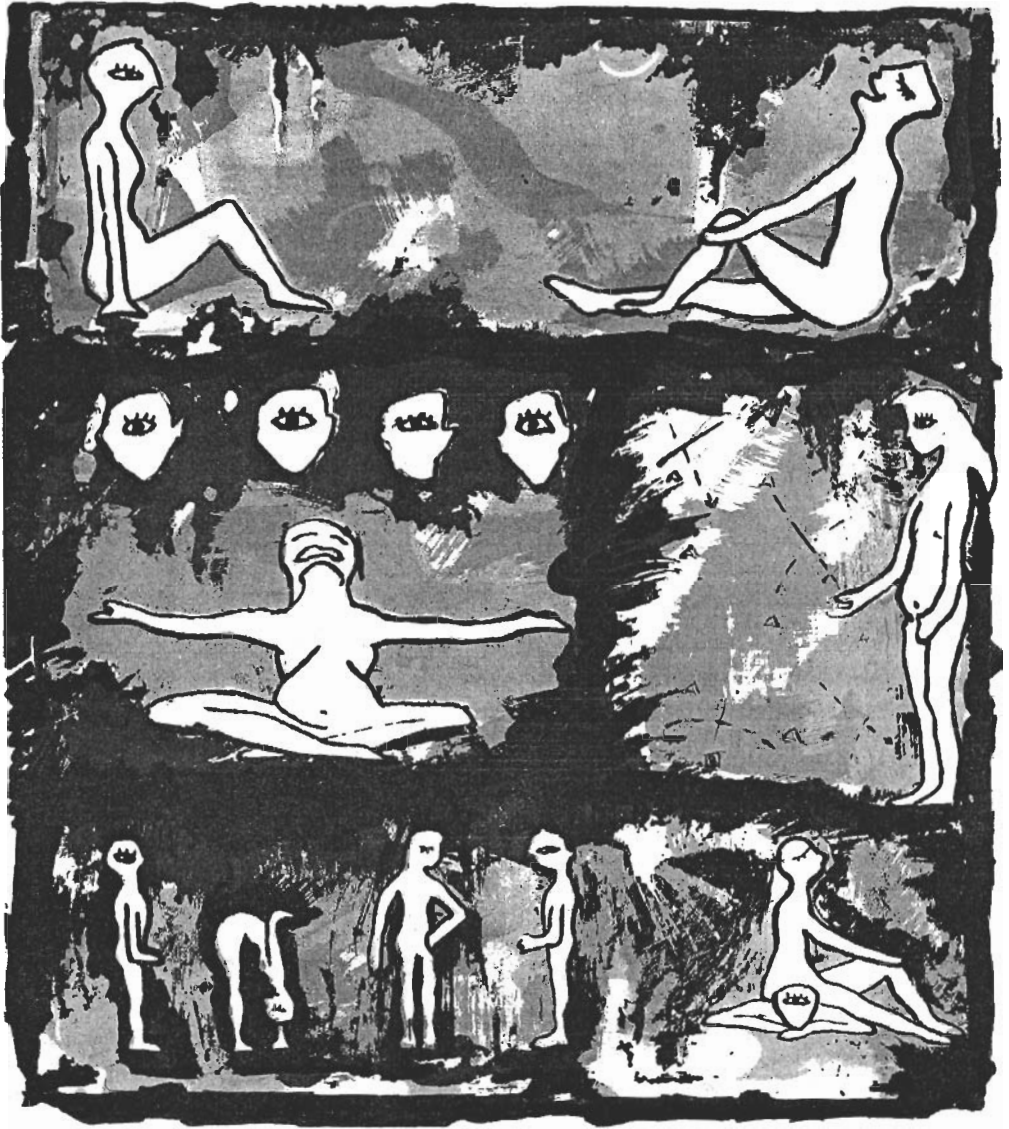


*Voces de la Mujer*



XII Annual Conference  
of the  
National Association of Chicano Studies

March 8—10, 1984

The University of Texas at Austin

Estimadas y Estimados Colegas:

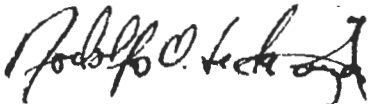
It is a privilege and a pleasure to welcome you to The University of Texas for the XII Annual Conference of the National Association of Chicano Studies. This is particularly important to all of us associated with the Center for Mexican American Studies because it allows us to express once again the commitment and support that The University of Texas and the Center have for the continued development of Mexican American scholarship.

When UT hosted the second annual meeting in 1975, NACS was a fledgling organization. Since then it has gone on to achieve national recognition and dramatically expand its membership and scope. As your presence illustrates, today NACS includes the nation's leading specialists in Mexican American affairs.

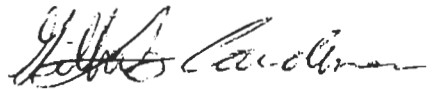
The Center's faculty, staff and students are honored to host the NACS annual meeting once again. Since you were here last, our numbers have grown substantially, and the scope of the Center's activities has expanded significantly. However, we recognize that there is still much to be done. We are acutely aware of the need to recruit additional faculty, particularly Chicana scholars such as those who, through this conference, are making clear the need to address explicitly the Chicana dimension of the Mexican American experience.

We hope that in addition to attending the meetings you will have opportunity to learn about the Center and UT. We are particularly proud of our publications program, and we invite you to learn about it so that you will look to us to be your publisher in the future. We also encourage you to find out about the graduate school and the financial support available for Mexican American students in any and all departments and programs on campus so that you will encourage your undergraduates to consider UT as they plan for the future.

With the support of the Administration, all of us here are convinced that we are in the process of creating an environment that will nurture Chicano intellectual life. Hosting this conference moves us closer to that goal. Thus, on behalf of the Chicano faculty, staff and students of The University of Texas, we would like to thank all of you for coming. We hope that you will enjoy your visit and that you will gain as much from it as we know we will.



Rodolfo O. de la Garza  
Director, Center for  
Mexican American Studies



Gilberto Cardenas  
Conference Coordinator

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COVER ART from the original poster by Yolanda Santoyo, Austin-based artist who obtained her BFA from North Texas State University. Original 5-color silkscreen designed and printed by the artist.

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## ACKNOWLEDGMENTS

The coordinators of the XII Annual Conference of the National Association of Chicano Studies would like to express our appreciation to those individuals whose time and work were instrumental in arranging this year's conference.

They are:

Pauline López, Elizabeth Forsyth, Priscilla García, José Flores, Mellina Soheily, and Adela Flores from the Center for Mexican American Studies, Austin

Gumesindo Rodríguez, Mónica Alonso, and Dereck Cooper, assistants to site coordinator, Austin  
Beverly McKendree, Jean Mandeville, Kirk Hampton, and Dana Campbell from the Department of Sociology

The NACS Site Committee

Eloisa Moreno from the Joe C. Thompson Conference Center

Jerry Turnley from the Villa Capri

We would also like to express our appreciation for the support given by our sponsors:

Campus Sponsors:

Dr. William S. Livingston, Dean of Graduate Studies

Sarita Brown and Janis Jones, Graduate School

Kathleen Doria, Chicano Law Students Association

Laura Gutiérrez-Witt, Nettie Lee Benson Latin American Collection

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Santa Barraza and Sylvia Orozco, Mujeres Artistas del Suroeste

Cliff Martínez, Town Lake Florist

Rita Starpattern, Women and Their Work

Special Thanks to:

Héctor Garza, Eastern Michigan University

Nicolás Kanellos, University of Houston

Emilio Zamora and Roberto Calderón, UCLA

# International Women's Day

## March 8th

International Women's Day dates back to 1909 when women within the Socialist Party of the United States called for an annual demonstration in favor of women's suffrage. This demonstration formed part of a general call for party support of feminist demands and was to be held on the last Sunday of February. This first celebration was such a success that it caught the attention of feminists and socialists in other countries. The following year, participants in the Second International Socialist Conference unanimously passed the proposal of Clara Zetkin, German socialist and labor leader, to create International Women's Day.

On March 19, 1911, Germany and Austria were the first to celebrate this day. In the United States, it remained simply Women's Day until 1916 when American women began to add an international dimension by their protest against World War I. Ironically, the celebration of International Women's Day in the United States was only sporadic during the 1920s and 30s, after which time it died out completely. Its revival did not occur until the late 1960s.

The date March 8th is historically significant for the women's movement. On that date in 1857, women from New York's garment and textile industry staged a major demonstration to protest low wages and long workdays. On March 8, 1908, thousands of women from the needles trade industry demonstrated once again against these same conditions, and in favor of the abolition of child labor and the passage of woman's suffrage.

Today, as we begin our 12th Annual Conference, it is appropriate to remember the many struggles of women, and especially of our Chicana sisters. Many hurdles remain, but I hope that this year's conference, "Voces de la Mujer" will help raise our awareness of women's issues, and bring us one step closer to achieving our goals.

Adela Flores  
University of Texas at Austin

## LIST OF BOOK EXHIBITORS

(During the Conference all Book Exhibits will be at TCC 2.110)

Arte Público Press/Revista Chicano Riqueña  
Nicolás Kanellos

Bilingual Review Press  
Gary Keller

Center for Mexican American Studies  
University of Texas at Austin  
José Flores

Center for Migration Studies  
Francine Bellows

Committee for Hispanic Arts and Research  
Romeo Rodríguez

Mexican American Studies Journal  
Geneva López

The Pawn Review  
Tom Zigal

Relámpago Books  
Juan Rodríguez

Third Woman Press  
Norma Alarcón  
Burnadette Monda

United States Census Bureau  
Dallas Regional Office  
Alfonso Mirabal

University of Chicago Press  
John Robb

University of Michigan  
Sara Gutiérrez

University of New Mexico Press  
Mary Army

University of Texas Press  
Della Sprager

National Association of Chicano Studies

March 8—10, 1984

Voces de la Mujer

THURSDAY, March 8, 1984

8:00 am REGISTRATION .....TCC LOBBY

8:30 am WELCOME

Dr. Peter T. Flawn, President of The University of Texas, Austin

Dr. Rodolfo O. de la Garza, Director, Center for Mexican American Studies, The University of Texas, Austin

Dr. Gilberto Cárdenas, Conference Coordinator .....ECLH

9:00-10:30 am THURSDAY SESSIONS

1. Invisible Chicanas: Predicadoras, Teatristas, Poetas .....TCC 2.122  
Chair: Yolanda Julia Broyles, *University of Texas, San Antonio*

“Isabel Estrada: Transmitter of Sonoran Spiritualism, 1910-1930”—  
Raquel Rubio Goldsmith, *University of Arizona/Pima Community  
College*

“Looking at Women in El Teatro Campesino”—Yolanda Julia  
Broyles, *University of Texas, San Antonio*

“No me pueden chingar el corazón: The Embodiment of Power in  
Chicana Poetry”—Carmen Tafolla

Commentator: Guadalupe Castillo

2. Studies of Chicana Self Esteem .....TCC 2.120  
Chair: Rebecca A. Rangel, *San Jose State University*

“Mexican American Adolescent Women and Their Self Esteem”  
—Rebecca A. Rangel, *San Jose State University*

“A Comparison of Chicana and Anglo Women on the Motive to  
Avoid Success”—Sylvia Ramírez, *University of Santa Clara*

“Mexican American Adolescent Sex Roles and Self Esteem as a Func-  
tion of Acculturation and Socio-Economic Status”—Genevieve  
Canales, *National Chicano Council on Higher Education*

3. Social Psychological Issues in Chicano Behavior .....TCC 3.120  
Chair: Marta Díaz, *National Chicano Council on Higher Education*

“Machismo”—A. Rolando Andrade, *Bowling Green State University*

“Patriarchy and Racism: Domination in Psychosexual Context”—Doug Monroy, *Colorado College*

“La Chicanada y el Machismo: The Negative Macho Character Trait as a Result of Oppression”—Sam Ríos, Jr., *Humboldt State University*

“Chicano Adolescence: Female/Male Perspectives”—Alfredo Mirande, *University of California, Riverside*

4. Chicano Class Segments .....ECLH  
Chair: Dennis Valdez, *University of Minnesota*

“Domestic Work Among Chicanas: A Transitional or Ghetto Occupation”—Mary Romero, *University of Wisconsin, Parkside*

“La vida cotidiana de los campesinos en Michigan”—Dennis Valdez, *University of Minnesota*

“The Employment Experience of Undocumented Mexican Women in Los Angeles: Results of a New Survey”—Margo Corona De Ley, *University of Illinois*

“Campesinos and the State: Control of the California Harvest Labor Market, 1950-1970”—Adela de la Torre, *Colorado College*

5. Empirical Studies in Chicano Political Views .....LS 2.114  
Chair: Margarita Decierdo, *University of Texas, San Antonio*

“Political Behavior of Urban and Rural Chicano Leaders: A Comparative Analysis”—Roberto Villarreal, *University of Texas, El Paso*

“Gender Differences in Political Attitudes”—Robert Brischetto, *Southwest Voter Registration Education Project* and Margarita Decierdo, *University of Texas, San Antonio*

“Political Attitudes and Worker Underutilization: Results from the National Chicano Survey”—Philip García, *University of Southern California*

“Moral Judgment in Chicano, Black and White Young Adults”—Anthony J. Cortese, *Colorado State University*



6. Mexican Folklore Sin Fronteras .....TCC 3.122

Chair: José Limón, *University of Texas, Austin*

“Folklore and the Undocumented Mexican Worker”—José Limón, *University of Texas, Austin*

“Structural Aspects of the Aztec Goddess Cihuacoatl in the Exemplum Folktale of the Lower Rio Grande Valley”—George Green, *Pan American University*

“The Revolutionary Corrido: Some Early Phonographic Recordings”—Guillermo Hernández, *University of California, Los Angeles*

10:30-10:45 am BREAK

10:45-12:00 noon THURSDAY SESSIONS

7. Labor and Migration in Mexico and the Border.....TCC 3.120

Chair: Emilio Zamora, *University of California, Los Angeles*

“Informal Labor Market: Women as Workers in Urban Mexico”—Marta López, *University of California, Los Angeles*

“La migración México-EEUU visto por los jóvenes mexicanos”—Alberto Hernández, *CEF NOMEX, Tijuana, B.C.*

“Crecimiento agrícola y economía campesina (el cojo de agricultura fronteriza del norte de México)”—José Luis Contreras, *CEF NOMEX, Tijuana, B.C.*

Commentator: Sylvia Ortega, *University of Texas, Austin*

8. Literature by Chicanas.....TCC 3.122

Chair: Julián Olivares, *University of Houston*

“Time in the Poetry of Evangelina Vigil”—Silvia Novo Pena, *University of St. Thomas*

“Women in the corrido of ‘Ole Mexico’ ”—Rodolfo Cortina, *University of Wisconsin, Milwaukee*

“The Chicana in the Text”—Julián Olivares, *University of Houston*

9. The Chicano Left and Electoral Politics:

The 1984 Election .....TCC 2.122

Chair: Mario Barrera, *University of California, Berkeley*

Mario Barrera, *University of California, Berkeley*

David Montejano, *Southwest Voter Registration Education Project*

Ray Sandoval, *University of Santa Clara*

10. El Arte Contemporáneo de la Mujer.....TCC 2.120  
Chair: Pío Pulido, *Centro Independiente de Investigación e Información del Arte, México*

“Arte chicano visto desde México”—Pío Pulido, *Centro Independiente de Investigación e Información del Arte, México*

“Politics and Palettes: ‘The Great Wall’ of California”—Elaine Miller, *State University of New York, Brockport*

“The State of Chicano Art: Slide Presentation”—Tomás Ybarra-Frausto, *Stanford University*

Commentator: José González, *Mi Raza Arts Consortium, Chicago*

**12:00-1:30 LUNCH BREAK**

**BROWN BAG LUNCH:** Chicano Academic Involvement in Central American Issues: Slide Presentation by Mario Barrera, *University of California, Berkeley* .....TCC 3.120

**TEATRO PRESENTATION:** Performance of “La Enseñanza de Doña Juana/The Teachings of Doña Juana” by **El Teatro Aguacero**, a Chicano theater group from Casa Armijo, New Mexico. This is a bilingual obra about Chicanos in northern New Mexico and southern Colorado.....ECLH

**1:30-3:00 pm THURSDAY SESSIONS**

11. Crime and Delinquency in the Barrio .....TCC 3.120  
Chair: Alfredo González, *California State University, Los Angeles*

“Illicit Activities in Legal Business Ventures”—Lalo Valdez, *University of Texas, San Antonio*

“Female Alcohol and Drug Abuse in a Rural Community”—Albert Mata, Jr., *University of Texas, Austin*

“Feminization of Poverty: The Case of Chicanas and Crime”—Larry Trujillo, *University of California, Berkeley*

“Chicanas and Homicide”—Tatcho Mindiola Jr., *University of Houston*

Commentator: José López, *California State University, Longbeach*

12. Race, Class, Gender and the Chicana Experience .....TCC 3.102  
 Chair: Beatriz M. Pesquera, *University of California, Berkeley*
- “Chicana Labor”—Denise Segura, *University of California, Berkeley*
- “Gender and the Mexicana Elderly: An Empirical Case Study”—Linda Facio, *University of California, Berkeley*
- “Notes on Chicana Consciousness”—Beatriz M. Pesquera, *University of California, Berkeley*
13. A Nation at Risk: The Imperative for Educational Reform .....TCC 2.102  
 Chair: Francisco Hernández, *University of California, Berkeley*
- “A Nation at Risk: A Threat to Chicanos”—David Castellanos, *Northern Illinois University*
- “Once Again Chicanismo is at Risk”—Helius deArrudah, *Northern Illinois University*
- “Academic Excellence and Sociolinguistic Suppression”—Wilfred Gadsden, *City College of Chicago*
14. Chicanos and Philanthropy .....TCC 2.122  
 Chair: Reymundo Rodríguez, Hogg Foundation, *University of Texas, Austin*
- Victor Ornelas, *Anheuser Busch, Inc.*
- Cherry Miller, *Advanced Micro Devices*
- Reymundo Rodríguez, Hogg Foundation, *University of Texas, Austin*
15. Chicano Theatre .....ECLH  
 Chair: Tomás Ybarra-Frausto, *Stanford University*
- “The Critics View Valdez’ *Los Corridos*”—Carlos Morton, *University of Texas, Austin*
- “The Plays of Carlos Morton”—Edith Pross, *Houston Baptist University*
- “La farándula chicana: Voces de la mujer”—Tomás Ybarra-Frausto, *Stanford University*
- Commentator: Nicolás Kanellos, *University of Houston*

16. Chicano History.....TCC 2.120

Chair: Víctor Nelson Cisneros, *Colorado College*

“Literature as History: Mexicana/Chicana Experience”—Merrihelen Ponce Adame, *California State University, Northridge*

“Indian Resistance and Accommodation in the Mexican North (18th Century)”—Roberto Mario Salmón, *Pan American University*

“The Politics of Race Relations: Mexicanos on the Home-Front during World War II”—Juan R. García, *University of Arizona*

“La Prensa of San Antonio and its Literary Page, 1913 to 1915”—Onofre di Stefano, *Occidental College*

Commentator: Federico Sánchez, *California State University, Long Beach*

3:00-3:30 pm BREAK

3:30-5:00 pm THURSDAY SESSIONS

17. Recent Trends in Chicana Poetry .....TCC 2.102

Chair: Gary D. Keller, *State University of New York, Binghamton*

“The Newest Chicana Poetry: An Overview”—Gary D. Keller, *State University of New York, Binghamton*

“The Street Scene: Metaphoric Strategies on Contemporary Chicana Poetry”—María Herrera-Sobek, *University of California, Irvine*

“New Trends in the Poetry of Denise Chávez and Pat Mora”—Tey Diana Rebolledo, *University of Nevada, Reno*

“Gender and Ethnicity in Contemporary Chicana Poetry: The Search for a ‘Universal’ Womanhood in Alma Villanueva’s *Mother, May I?*”—Marta E. Sánchez, *University of California, San Diego*

18. Case Studies of Chicano Leadership.....TCC 2.120

Chair: José Hinojosa, *Pan American University*

“A Case Study of Latino Youth Leadership and Political Power”  
Carlos Navarro, *California State University, Northridge*

“Dennis Chávez’ Quest for the Senate”—Roy Luján, *New Mexico Highlands University*

“The Election of Tony Anaya as Governor of New Mexico: Implications for Hispanics”—Maurilio Vigil, *New Mexico Highlands University*

19. Demographic Trends for the Mexican Origin Population .....TCC 3.102  
Chair: Estevan T. Flores, *Southern Methodist University*

“The Condition of Hispanics: A National Overview”—Alfonso Mirabal, *U.S. Bureau of the Census*

“A Socio-Demographic Profile of Hispanic Dallas County”—Estevan T. Flores and Rolando Peña, *Southern Methodist University*

“The Lower Rio Grande Valley: Methodological Issues in Longitudinal Comparison”—David Álvarez and Manuel López, *Pan American University*

Commentators: Leobardo Estrada, *University of California, Los Angeles* and Norma Ojeda, *University of Texas, Austin*

20. Sra. Aurora E. Orozco: Mother, Community Activist  
and Author.....TCC 3.120  
Chair: Cynthia Orozco, *University of California, Los Angeles*

“A multi-medium presentation” by Sra. Orozco’s four daughters.

Cynthia Orozco

María Teresa Orozco

Irma Orozco

Sylvia Orozco

21. Training in Work and Family Arenas.....TCC 2.122  
Chair: Gloria Elisa Moreno, *University of Texas, Austin*

“The Family Living and Communications Program: A Model for Facilitating Personal Growth in Monolingual Hispanic Women”—Marc Herstand and Edith García, *Council for the Spanish Speaking, Inc., Milwaukee, Wisconsin*

“The Impact of Government Training Policy on Hispanic Youth Employment Outcomes”—Manuel Avelos, *University of New Mexico*

22. Ethnomusicology .....ECLH  
Chair: Pablo Poveda, *University of Texas, Austin*

“La mujer en la cultura musical”—Javier Pacheco, *University of California, Los Angeles*

“Continuity, Change and Adaptation in Music within the Chicano/Mexican Community of Los Angeles”—Steven J. Loza, *University of California , Los Angeles*

“The Music of the Chicano Movement”—Pablo Poveda, *University of Texas, Austin*

**4:30-6:00 pm THURSDAY**

**CHICANO CAMPUS LEADERS:** Working to shape the future—an informal discussion on current campus issues open to all conference and campus students.....STUDENT UNION, EASTWOODS RM

Chair: Gumesindo Rodríguez, *University of Texas, Austin*

**6:00-7:00 pm THURSDAY**

**CHICANA ART EXHIBIT:** Voces de la Mujer and reception sponsored by Mujeres Artistas Del Suroeste and Women

and Their Work .....BLAC MAIN FLOOR

**6:00-10:00 pm THURSDAY**

**RECEPTION and SPECIAL PROGRAM:** Sponsored by the Austin Mexican American Chamber of Commerce, Anheuser Busch, Inc. , the Center for Mexican American Studies, *University of Texas, Austin*. **SPECIAL**

**RECOGNITION:** Emma Tenayuca and Manuela Solis, presentation by Emilio Zamora and Roberto Calderón, Chicano Studies Research Center, *University of California, Los Angeles* .....TCC DINING ROOM

**10:00 pm THURSDAY**

**CHICANO NIGHT:** Featuring “Las Amigas” from Albuquerque, New Mexico. Sponsored by the Chicano Cultural Committee, Mexican American Student Affairs Advisory Committee on Cultural Diversity and the Center for Mexican American Studies .....TEXAS TAVERN-STUDENT UNION

FRIDAY, March 9, 1984

**8:00-12:00 noon FRIDAY**

VIDEO FESTIVAL: Sponsored by Eastern Michigan University and The Center For Mexican American Studies, University of

Texas, Austin .....TCC 3.122

**8:30-10:00 am FRIDAY**

COFFEE, DOUGHNUTS AND CONVERSATION: Sponsored by the University of Texas Graduate School and The Graduate Opportunity Program Exhibit of photographs from the *Alan Pogue Portfolio* .....TCC PATIO

**8:30-10:00 am FRIDAY SESSIONS**

23. Topics in Chicano Literature .....TCC 3.120

Chair: Sharon Ugalde, *Southwest Texas State University*

“Chicano Literature: A European Perspective”—D. Herms, *Universitat Bremen, Denmark*

“Chicana Literature: A Triumph of Creativity Over Oppression”—Jacqueline García-Bullinger, *Eastern Montana College*

“Response to Richard Rodríguez, His Stand on Affirmative Action and Bilingual Education”—Herman Curiel, *University of Oklahoma*

“Técnicas narrativas del ‘fluir de la conciencia’ en tres relatos de . . . y no se lo tragó la tierra”—Jorge A. Thomas, *New Mexico Highlands University*

24. Cultural Identity at the Mexican Northern Border .....TCC 2.120

Chair: Jorge A. Bustamante, *CEFNOEMEX, Tijuana, B.C.*

“Use and Preferences of Mass Media and Cultural Identity at the Mexican Northern Border”—María Luisa Rodríguez Salas, *CEFNOEMEX, Tijuana, B.C.*

“Migration and Cultural Identity in Seven Municipios of Mexico”—Jorge Carrillo, *CEFNOEMEX, Tijuana, B.C.*

“Cultural Identity and Political Attitudes in Seven Municipios of Mexico”—Gustavo del Castillo, *CEFNOEMEX, Tijuana, B.C.*

“Cultural Identity and Gender at the Mexican Northern Border”—Norma Iglesias, *CEFNOEMEX, Tijuana, B.C.*

25. Chicanas and Language .....SRH 3.111  
Chair: Leticia Galindo, *University of Texas, Austin*

“Spanish Language Media Use Among Chicanas in Southern California”—Diana A. Bustamante, Angela Valenzuela and Adalberto Aguirre, *University of California, Riverside*

“Language, Power and Women”—Alvina E. Quintana, *University of California, Santa Cruz*

26. Religión y la Mujer .....SRH 3.109  
Chair: Inés Talamántez, *University of California, Santa Barbara*

“The Role of Women in Religious Continuity and Change in Chicano Communities”—June Macklin, *Connecticut College*

“Spiritualism in California and Mexico: A Case Study in Women and Power”—Inés Talamántez, *University of California, Santa Barbara*

“Chicanas and Church Hegemony: Struggle and Contribution”—Gilberto R. Cadena, *University of California, Riverside*

27. Applying Theory to Community Practice.....TCC 1.110  
Chair: Julia Curry, *University of Texas, Austin*

“The Development of Community Competence Through a Neighborhood Organization (UNO)”—Adriana María Arzac, *Center for Counseling and Health Services, San Antonio*

“Desarrollo de grupos minoritarios y la integración de las teorías de Freire, Lynn y Goodman y su aplicación práctica en México”—Guillermina Valdez, *COMO/CEFNOEMEX, Tijuana, B.C.*

“The Application and Uses of International Instruments and Fora in the Struggle of Mexicans and Chicanos in the U.S.A.”—Roxanne Dunbar Ortiz, *El Mundo Indígena*

“Freire’s Psycho-Social Method Applied to Chicano Persistence Behavior”—Raymond Padilla, *Arizona State University*

28. Workshop: Chicana Writing and Publishing in the Midwest ....SRH 3.110  
Chair: Ana Castillo, Chicago

Sandra Cisneros, *Guadalupe Cultural Center*

Norma Alarcón, *Third Woman Press*

Beatriz Batekián



10:00-10:30 am BREAK

10:30-12:00 noon FRIDAY SESSIONS

29. Miguel Méndez and His Works: A Border Literary Expression TCC 3.120

Chair: Justo S. Alarcón, *Arizona State University*

“La muerte en la obra de Méndez”—Margarita Cota-Cárdenas, *Arizona State University*

“Morfología del relato maravilloso en Miguel Méndez”—Armando Miguélez, *University of Arizona, Tucson*

“El desierto como espacio real y literario en las obras de Miguel Méndez”—Lupe Cárdenas, *New Mexico State University*

“El símbolo como imagen literaria de la explotación socio-histórica del Yaqui en *Tata Casehua*, de Miguel Méndez”—Justo S. Alarcón, *Arizona State University*

Commentator: Lauro Flores, *University of Washington*

30. La Familia Chicana .....TCC 2.120

Chair: Adela Flores, *University of Texas, Austin*

“The Chicana in the 80’s: A Re-examination of Her Role in the Family Structure”—Irene Campos Carr, *BRK Family & Community Project, Aurora, Illinois.*

“La Chicana: Harbinger of Social and Cultural Change in La Familia”—Rosie Lee Camacho-Salinas, Taylor, Texas

“Extended Family Impact of Divorce”—Irene I. Blea, *Metropolitan State College*

“Family and Women’s History: An Uneasy Fit—The Intersection of Chicano and Mexican History”—Alex M. Saragoza, *University of California, Berkeley*

“Acculturation and Domestic Violence in Hispanic Communities”—Becky Marrujo and Ricardo Carrillo, *Servicios de la Raza, Denver*

31. An Open Discussion on Sexism: Constructing a Chicana

Feminism .....TCC 1.110

Chair: Teresa Córdova, *University of California, Berkeley*

32. Human Services and Ethnic Sensitive Social Work on the U.S.-Mexican Border .....SRH 3.109  
Chair: Devón Peña, *University of Texas, Austin*

“Social Work with Chicano Elderly on the Border”—Eunice García, *University of Texas, Austin*

“Feminist Therapy with Chicanas”—Dawn Gettman, *University of Texas, Austin*

“Social Services and Undocumented Workers”—Susan Zurcher, *University of Texas, Austin*

“Immigration and Social Work”—Devón Peña, *University of Texas*

33. Chicana Research Sources .....SRH 3.111  
Chair: Laura Gutiérrez-Witt, *University of Texas, Austin*

“Chicana Reference Sources”—Richard Chabrán, *University of California, Los Angeles*

“Data Bases and Educational Sources for Chicana Research”—Marta Cotera, *Information Systems Development, Austin*

“Development of Chicana Archival Sources at UT”—Laura Gutiérrez-Witt, *University of Texas, Austin*

“Mexican Archival Sources for Research on Chicanas”—Barbara Driscoll, *CEFNOEMEX, Tijuana, B.C.*

**12:00-1:30 pm LUNCH BREAK**

CHICANA CAUCUS MEETING: hosted by Melba Vásquez, *University of Texas, Austin* .....TCC 1.110

**1:30-3:30 pm FRIDAY SESSIONS**

34. Plenary Session: Gender and Equality: Chicanas in Higher Education and Society.....LBJ AUD  
Chair: Margarita Melville, *University of Houston*

“Feminismo: The Ethnic Factor and Feminism”—Cordelia Candelaria, *University of Colorado, Boulder*

“Women, Then and Now: An Analysis of the Adelita Image Versus the Chicana as Political Writer and Philosopher”—Norma Cantú, *Laredo State University*

“Work and Family: How Chicanas are Adapting to the Changing Nature of U.S. Society”—Maxine Baca Zinn, *University of Michigan*

“Sexism in Chicano Studies and the Chicano Community”—Cynthia Orozco, *University of California, Los Angeles*

“The University Setting Reinforces Inequality”—Christine Sierra, *Colorado College*

“Integrating Chicana Studies into Chicano Studies”—Alma García, *University of Santa Clara*

### 3:30-5:00 pm FRIDAY SESSIONS

35. A Chicana Reading and Booksigning: Four Chicana Poets .....LBJ AUD  
Chair: Nicolás Kanellos, *University of Houston*

*Chants*—Pat Mora (El Paso)

*Women of Her Word: An Anthology of Writings by Latinas and The Computer is Down*—Evangalina Vigil (Houston)

*Women are Not Roses*—Ana Castillo (Chicago)

*The House on Mango Street*—Sandra Cisneros, Chicago

36. Las Cholas de Tijuana: Photo and Ethnographic Images  
and Impressions .....SRH 3.111  
Chair: José B. Cuellar, *Stanford University/San Diego State University*

“Overview of the Program”—José B. Cuellar, *Stanford University/San Diego State University*

“Statistical Profile of Las Cholas”—José Manuel Valenzuela Arce, *CEFNOSEX, Tijuana, B.C.*

“Case Study of the T.J. Queens”—Laura Cummings, *UNAM-UABC/San Diego State University*

37. New Perspectives in Chicano Psychology:  
Cross-Cultural Implications .....TCC 2.120  
Chair: Manuel Ramírez III, *University of Texas, Austin*

Manuel Ramírez III, *University of Texas, Austin*

Ray T. Garza, *University of California, Riverside*

Melba Vásquez, *University of Texas, Austin*

Commentator: Augustine Báron, *University of Texas, Austin*

38. Aztlán and Chicano Consciousness.....ART 1.120

Chair: Jorge Klor de Alva, *State University of New York, Albany*

“Women and Aztlán in Three Chicano Novels”—Alurista, *Colorado College*

“Myth and Cultural Nationalist Movements”—Géner<sup>o</sup> Padilla, *University of Utah*

“Aztlán, Borinquen and Hispanic Nationalism in the U.S.”— Jorge Klor de Alva, *State University of New York, Albany*

Commentator: Cordelia Candelaria, *University of Colorado, Boulder*

39. On the Pedagogy of Spanish to Spanish Speakers: A Forum ....TCC 1.110

Chair: Elba Sánchez, *University of California, Santa Cruz*

Sylvia Lizárraga, *University of California, Berkeley*

Clara Lomas, *University of California, Santa Cruz*

Elba Sánchez, *University of California, Santa Cruz*

Luz Garzón, *Palomar College*

Rosaura Sánchez, *University of California, San Diego*

40. Chicano Literature: Structure and Representation.....SRH 3.109

Chair: Rolando Hinojosa-Smith, *University of Texas, Austin*

“The Structure of *The Road to Tamazunchale* by Ron Arias”—Julia Cruz, *University of Florida*

“Los mitos en la novela *Reto en el paraíso* de Alejandro Morales”—Víctor Baptiste, *Hofstra University*

“La participación de la chicana en el proyecto ideológico de auto-representación”—Manuel de Jesús Hernández-G., *Stanford University*

“Chicana Profiles: Voces de silencio/sombras de soledad/semillas de amor”—Lupita Ochoa Thompson, *University of Oklahoma*

“Chicano Literature and the Female Character”—Michele S. Davis, *Columbus, Ohio*

**7:30-12:00 midnight FRIDAY**

LA PEÑA: Music by Toqui Orquo and Sarita Rodríguez; Poetry by Raíza González, Susana Sharpe, Javier Pacheco, Sandra Cisneros and José Flores Peregrino. Chicana Art Exhibit: Voces de la Mujer, continuing exhibit at Las Manitas sponsored by Mujeres Artistas del suroeste and Women and Their Work .....LAS MANITAS CAFE 211 CONGRESS

**SATURDAY, March 10, 1984**

**8:45 am-4:30 pm SATURDAY**

FILM FESTIVAL: Sponsored by Eastern Michigan University and the Center for Mexican American Studies.....ECLH

**8:30-10:00 am SATURDAY SESSIONS**

41. The Chicana in Literature: From Past to Present.....TCC 2.102  
Chair: Clara Lomas, *University of California, Santa Cruz*

“Primeros esfuerzos valiosos y limitados: el papel de la mujer en los cuentos de Estela Portillo Trambley”—Clara Lomas, *University of California, Santa Cruz*

“Swimming Against the Current: Breaking Down Sexist and Classist Representation”—Elba Sánchez, *University of California, Santa Cruz*

“La mujer fuerte en *There Are No Madmen Here* de Gina Valdés”—Sylvia Lizárraga, *University of California, Berkeley*

Commentator: Angie Chabram, *University of California, San Diego*

42. Chicanos and Central American Conflict .....LS 2.123

Chair: Nestor Rodríguez, *University of Texas, Austin*

“Chicanos and U.S. Involvement in Central America”—Nestor Rodríguez, *University of Texas, Austin*

“Present Conditions in Latin America: The Refugees”—Margarita Melville, *University of Houston*

“The Nicaraguan Revolution”—Alberto García, *University of California, Riverside/East Los Angeles College*

“The Chicano Perspective in South Texas”—Rogelio Núñez, *University of Texas, Austin*

“Recent Observations from Central America”—Myrna Santiago, Fulbright Scholar

43. Chicano Intellectuals and Power.....LS 2.124

Chair: Donald Torres, *University of Texas, Austin*

“The Bourgeoisification Question: What is to be Done?” Henry Flores, *St. Mary's University*

“Alternative Feminist Frameworks and Chicana Analysis of Four Theoretical Models for Research”—Rosario Torres Raines, *Texas A & I University*

Commentator: Julián Samora, *University of Notre Dame*, Juan Gómez-Quiñones, *University of California, Los Angeles*

44. Women, Migration and Labor on the Border .....TCC 3.102

Chair: Rosalía Solórzano, *University of Texas, El Paso*

“Women, Migration and Labor on the Border”—Rosalía Solórzano, *University of Texas, El Paso*

“The Best Thing About El Paso: Domestic Workers on the Border”—Vicky Ruiz, *University of Texas, El Paso*

“Boundary Changes and Displacement of Mexicans Along the U.S.-Mexico Border”—Oscar Martínez, *University of Texas, El Paso*

“Between the Lines: A New Perspective on Industrial Sociology of Female Labor in Transnational Factories in the U.S./Mexico Border Region”—Devón Peña, *University of Texas, Austin*

“Immigration Experiences of Mexican Women: A Case Study”—Julia Curry, *University of Texas, Austin*

Commentator: Kathy Stuardt, *University of Texas, El Paso*

45. The Schooling of Mexican American Children.....SRH 3.111  
Chair: Harriet Romo, *University of Texas, Austin*

“The Politics of Language in the Mexican Population in the United States: A Study of Parental Choice of Schools for Mexican Origin Children”—René Núñez, *University of California, San Diego*

“The Psychological Rape of Mexican American Children in the Public School Classroom”—Roberto Córdova, *University of Northern Colorado*

“Little School of the 400”—Guadalupe San Miguel, *University of California, Santa Barbara*

46. Selected Studies of Gender Differences Among Mexican Americans.....SRH 3.109  
Chair: Carlos Arce, *National Chicano Council on Higher Education*

“Issues of Method and Content in Survey Research on Gender Related Topics”—Carlos Arce, *National Chicano Council on Higher Education*

“Gender Differences in Language Attitudes and Behavior Among Mexican Americans”—Aida Hurtado, *University of California, Santa Cruz*

“The Impact of Gender on Ethnic Identity and Political Attitudes of Mexican Americans”—John A. García, *University of Arizona*

“Acculturation and Sex-Role Attitudes Among Mexican American Men and Women”—Vilma Ortiz, *University of Wisconsin* and Carlos Arce, *National Chicano Council on Higher Education*

Commentator: Leobardo Estrada, *University of California, Los Angeles*, Christine Sierra, *Colorado College*

**10:00-10:30 am BREAK**

**10:30-12:00 am SATURDAY SESSIONS**

47. Oral History and the Television Documentary .....SRH 3.109  
Chair: Paul Espinosa, *KPBS, San Diego*

50. The Chicano/Mexicano Community: A Health Perspective ...SRH 3.111  
Chair: Richard Santos, *University of Texas, Austin*

“The Impact of Language in Health Care Services for the Chicano Aged”—Miguel Carranza, *University of Nebraska*

La industria maquiladora y el desgaste obrero en la frontera norte de México: el caso de Tijuana”—Mónica Jasis Filberg, *CEF NOMEX, Tijuana, B.C.*

“Mexican American Women and Health Care”—Sister Marian Angela Aguilar, *Our Lady of the Lake University*

Commentator: Antonio Ugalde, *University of Texas, Austin*

51. Chicana Political Activity: The Role of Women in La Raza Unida Party and Politics .....LS 2.124

Chair: María Elena Martínez, *University of Texas, Austin*  
José Angel Gutiérrez, *Western Oregon State College*

Irma Mireles, *San Antonio, Texas*

Rosie Castro, *San Antonio, Texas*

Vivian Santiago, *Victoria, Texas*

Marta Cotera, *Information Systems Development, Austin,*

José Angel Gutiérrez, *Western Oregon State College*

52. Poetry Reading.....LS 2.123

Chair: Irene Blea, *Metropolitan State College*

Irene Blea, *Metropolitan State College*

Cordelia Candelaria, *University of Colorado, Boulder*

Becky González

Angela de Hoyos

53. Chicano/a Art in Higher Education .....ART 1.120

Chair: Santa Barraza, *Mujeres Artistas del Suroeste*

Santa Barraza, *Mujeres Artistas del Suroeste*

Sylvia Orozco, *Centro Independiente de Investigación e Información del Arte, México*



Sandra Rodríguez, *University of Texas, Austin*  
 Carolina Flores, *San Antonio*  
 Judy Baca, *The Great Wall Mural, Los Angeles*

**12:00-2:00 pm LUNCH BREAK**

**BROWN BAG LUNCH: "The Great Wall Murals, Los Angeles"—**  
 Judy Baca .....TCC 2.102

**NACS FOCO MEETINGS:**

Southern California Region ..... SRH 3.109  
 Northern California Region ..... SRH 3.103  
 Texas Region ..... SRH 3.111  
 Rocky Mountain Region..... SRH 3.110  
 Colorado Region..... SRH 3.108  
 Midwest Region..... SRH 3.106

**2:00-3:30 pm SATURDAY SESSIONS**

54. La Mujer y la Frontera .....TCC 2.102  
 Chair: Margarita Cota-Cárdenas, *Arizona State University*

"Irony in Chicana Writers: Marina Rivera"—Margarita Cota-Cárdenas, *Arizona State University*

"Mexicana? Americana? Crossing Frontiers: Cross Cultural Experience in Chicana Literature"—Tey Diana Rebolledo, *University of Nevada, Reno*

"Elementos Poéticos en *Bajo Cubierta* de Miriam Bornstein-Samoza"—Justo S. Alarcón, *Arizona State University*

55. Problems and Issues in the Delivery of Social Services  
 and the Barrio.....SRH 3.110  
 Chair: David Maldonado, *University of Texas, Arlington*

"Service Delivery to the Chicano Community: The Paradox of Professionalism"—Alfredo González, *California State University, Los Angeles*

"Educational Abuse of Chicano Youth: Implications for Services"—Rudy Arévalo, *California State University, Los Angeles*

“Marital Satisfactions and Psychosocial Stresses Experienced by Chicanos and How They Cope”—Roger Delgado, *California State University, Los Angeles*

“Substance Abuse and the Chicano Community: Implications for Social Services”—Sylvia Andrews, *Our Lady of the Lake University*

Commentator: Miguel Montiel, *Arizona State University*

56. Chicanas: An Ethnohistorical Approach .....LS 2.123  
Chair: Roberto Calderón, *University of California, Los Angeles*

“Land Transactions Among Indian Women in 16th Century Texcoco”—Juan López y Magaña, *University of California, Los Angeles*

“A View of Six Chicanas in Present-Day Los Angeles”—Linda R. Viramontes, *University of California, Los Angeles*

“Women in Early New Mexico: A Preliminary View”—Angelina F. Reyna-López, *University of California, Los Angeles*

“Comparative Study of Widowhood in Two South Texas Coal Mining Areas”—Roberto R. Calderón, *University of California, Los Angeles*

Commentator: John Chávez, *California State University, Long Beach*

57. Women and Leadership.....LS 2.124  
Chair: Kathleen Doria, *University of Texas Law School, Austin*

“Mexico’s 1982 Elections: A Woman’s View”—Teresa Carrillo, *Stanford University*

“Latinas and Politics: A Case Study of Gloria Moreno”—Richard Santillán, *California State Polytechnic University, Pomona*

“La Campaña and the Struggle to Preserve the Barrio of South El Paso”—John H. Haddox, *University of Texas, El Paso*

“Perceptions of Mexican American and Anglo American Nursing Students Toward an Ideal Leadership and Followership Style”—Mary Helen Castillo, *University of Texas, El Paso*

58. Chicano History in Film: New Films on the Horizon .....SRH 3.111  
Chair: Ricardo Romo, *University of Texas, Austin*

“Some Notes on a Materialist Analysis of Chicano Film”—Rosa Linda Fregoso, *University of California, San Diego*

“The Mexican Image: Art Versus History”—Raymundo Paredes, *University of California, Long Beach*

“Zoot Suit: Between Fact and Fiction”—Mauricio Mazón, *University of Southern California*

Commentator: Teresa McKenna, *University of Southern California*

59. Chicanos and Higher Education .....LS 2.114

Chair: Celestino Fernández, *University of Arizona*

“A Study of Attrition Among Chicana Title VII Bilingual Education Doctoral Fellows”—Majel Domínguez, *Arizona State University* and Jayni Flores, *Eastern New Mexico University*

“Towards Understanding Problems and Issues Confronting Chicano Faculty Members at White Universities”—Ramón D. Chacón, *University of Santa Clara*

“States of the Mexican American Female in Higher Education”—Dolores Muga Coker, *Baylor University*

“A General Framework for Action: Chicano Higher Education”—Ray Padilla and Miguel Montiel, *Arizona State University*

60. Literatura Tejana .....SRH 3.108

Chair: Norma Cantú, *Laredo State University*

Lucy González

Teresa Meléndez

Inés Tovar

61. Mexican Migration to the U.S. ....SRH 3.109

Chair: Pierrette Hondagneu, *University of California, Berkeley*

“Agrarian Structure and Labor Migration: A Case Study from Aguascalientes, Mexico”—María de los Angeles Crummett, *New York*

“Some Preliminary Notes Based on Observations of Aguilillan Women in Aguililla and in Redwood City”—Adela Enochs-Ochoa, *Stanford University*

“Pa’l Otro Lado: Regional Development and Social Networks in Immigration”—Pierrette Hondagneu, *University of California, Berkeley*

“Operation Wetback: A Re-examination”—Tom Langham, *University of Texas, Austin*

Commentator: Sylvia Binard, *University of Texas, Austin*

**3:30-5:00 pm SATURDAY**

BUSINESS MEETING .....LS 2.114

**6:30-8:30 pm SATURDAY**

OPEN DINNER INVITATION: Hosted by Club Cuauhtémoc and Siembra Productions, A free dinner of tacos de barbacoa de cabeza en poso and music by Johnny Degollado y su Conjunto.....1607 E. 2nd Street

**8:30 pm-1:00 am SATURDAY**

EL BAILE GRANDE: Dance to the music of Las Amigas, El Conjunto Aztlan, and Balamil .....Villa Capri Entertainment Center

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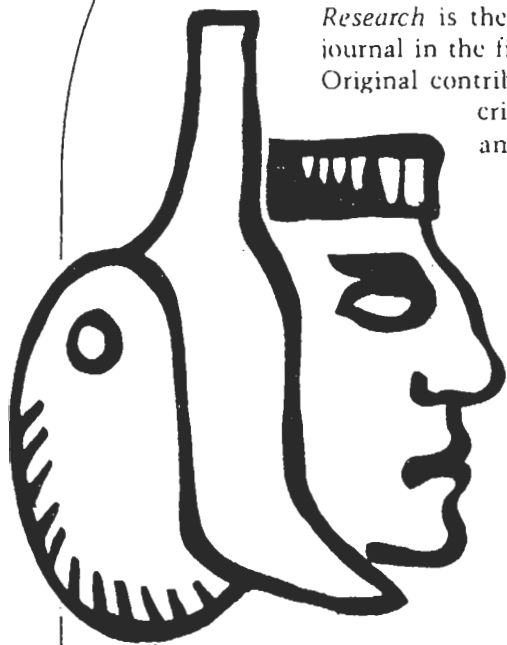
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Accompanying the artist's photos is a text on archival-quality paper featuring essays by Dr. Rolando Hinojosa Smith and Ruperto Garcia. Dr. Hinojosa Smith is currently a professor of English at the University of Texas at Austin. He has written several nationally acclaimed books of fiction depicting life in the Lower Rio Grande Valley. Ruperto Garcia is an Austin writer who has written insightfully on farmworker life for *The Texas Observer*. Garcia grew up working in the fields and brought those memories and experiences into play while writing his powerful and direct essays.

Alan Pogue has been photographing the changing social landscape in and around Texas since 1970. In the Summer of 1983 the Texas Institute of Letters recognized Pogue's contributions and awarded him the Dobie-Paisano Fellowship. The Fellowship is awarded to promising writers and artists to allow them time and resources to finish ongoing projects. Pogue made the most of his six month residency at the late J. Frank Dobie's ranch by printing the photographs for this portfolio.

The publication of the Alan Pogue portfolio is sponsored by the Center for Mexican American Studies at the University of Texas at Austin. Inquiries and purchase orders should be addressed to Dr. Ricardo Romo, managing editor of the Mexican American Monograph Series.

Prepublication price will be \$350 until March 29, 1984. After publication the prices will be \$400. On August 31, 1984 the price will be fixed at \$500. To reserve a portfolio or for more information please call (512) 471-4557 or write to:

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Why Berkeley Made the  
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NEW YORK, MONDAY, JANUARY 17, 1963

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## Berkeley Tops Scholars' Rankings of Graduate Schools' Reputations

By EDWARD S. FISKE

The relative academic prestige of the country's top research universities has changed little over the last decade, according to a 1960-61 study sponsored by four national academic organizations.

The University of California at Berkeley emerged as the strongest graduate institution across the board on a "reputational" scale in which faculty members rated the academic quality of their peers across the country.

Thirty-two fields were assessed on the relatively narrow basis of how successful they are perceived to be at turning out professional scholars and researchers. The reputations of Berkeley's departments were listed among the top 10 in 23 of them. Stanford University was in the top 10 in 24 fields, and Harvard University in 22.

The Massachusetts Institute of Technology was found to have the most departments, seven, rated first on the list, followed by Berkeley with 5, and Harvard with 4.

Such subjective ratings of the reputations of academic programs, accomplished in this instance by polling some 3,000 faculty members at 123 colleges and universities, have been the target of considerable criticism.

In response to that concern, this study, "An Assessment of Research-Doctorate Programs in the United States," included rankings on 15 other criteria as well. But in discussing the results released yesterday, one of the study's co-chairmen, Lyle V. Jones of the University of North Carolina, suggested that the two most significant scales were the rankings of reputation in the eyes of other scholars and the number of journal articles published by a department's faculty members.

Despite the criticism, rankings by reputation have for many years been the principal method for rating graduate programs. Comparison of the latest assessment with previous studies shows that although the order changed somewhat, virtually all of the graduate faculties' reputations rated among the top 20 or so continued to be such institutions as Yale University, the University of Michigan, the University of Chicago, and California Institute of Technology.

This suggested that if, as many scholars believe, the corner of gravity of graduate education is shifting toward institutions in the Sun Belt, this has yet to be reflected in measures of academic prestige.

"By and large, the standards in most disciplines are still being set by Ivy League institutions. Big Ivy universities and the leading public and private research universities in California," said Vinton (Gregg) L. ... the former president of the University of Pennsylvania who is now president of the New York Public Library.

The new project was sponsored by

the Conference Board of Associated Research Councils, an ad hoc group consisting of the American Council of Learned Societies, the American Council on Education, the National Research Council and the Social Science Research Council.

### Updates Earlier Studies

It represents an updating of two earlier surveys published by the American Council on Education, one by Allan M. Carter released in 1964 and another published in 1970, by Kenneth D. Rosen and Charles J. Anderson.

Officials explained that the studies did not measure the quality of undergraduate programs, nor did they take into account broader purposes of doctoral programs beyond the production of scholars, such as the education of scientists who will go into private industry rather than the academic world.

The earlier Carter and Rosen-Anderson studies were based only on surveys of departmental reputations and other academic criteria. Critics charge that this method is subject to a "halo" effect whereby relatively weak departments in otherwise strong universities might be rated higher than they should be. They also argue that the use of reputation is inherently too subjective and that it favors large universities over small ones and older departments over solid newcomers.

For the current study, "We decided that we should go beyond an opinion survey and systematically collect data from a range of sources," said Mr. Jones, the co-chairman along with Gardner Lindzey.

### Libraries on One Scale

In addition to the reputational data, the 16 criteria included the size of the program and the libraries of its departments, information on where graduates found employment, data on research funding and the figures on how many articles members of each department had published in scholarly journals.

Publication figures were not compiled in the same humanities disciplines, because such professors tend to publish in books rather than articles.

The reputational scale showed few changes since the Rosen-Anderson study in 1970. On the basis of the number of them their departments fell in the top 10, Berkeley, Stanford and Harvard maintained their one-two-three order. With the exception of Rockefeller University, which dropped from a tie for 20th to a tie for 23rd, the same institutions made little top-20 shifts. Moreover, there were no situations where total changes by more than one department other way.

### Berkeley Led in Publications

Most of the universities that did well on the reputational scale also did well on the publication scale. Berkeley was rated highest, with 18 of its departments in the top 10 among the 23 disciplines surveyed. Six other institutions were also rated in the top 10 on both criteria.

There were also some discrepancies. Harvard, Chicago, Princeton and Columbia universities scored well on the reputational scale but slipped out of the top 10 on the publication scale. Officials noted that institutions whose strength lay in the humanities, where publication ratings were not made, would not be as likely to rate as highly on the publication scale.

Despite the broadened criteria and other changes, the Assessment has continued to draw considerable criticism in graduate education circles. Robert S. Krash, dean of the Graduate School at Kansas State University and former chairman of the board of the Council of Graduate Schools, said that he has "very profound reservations" about both the current and earlier studies, beginning with the heavy reliance on faculty ratings of their peers.

### 'Completion of Opinion'

"I realize that the views of the academic community has about reputation are real and that they play a role in our society and in decision-making," he said. "But all they really have had is a compilation of opinions about reputation." Dean Krash also cited technical problems in the information that went into the various rating scales.

Nicholas Palmer Jr., president of the Council of Graduate Schools, said that he was initially opposed to the Assessment but believes that, for all its faults, it is worthwhile.

"We talked very glibly about quality," he said, "but at some point you have to make some judgments. We decided that a group of people familiar with the process might come up with something that is useful."

The Assessment is published in five volumes covering the biological sciences, engineering, the humanities, and the social and behavioral sciences. They may be obtained from the National Academy Press, 2101 Constitution Avenue, N.W., Washington, D.C. 20418. The cost is \$10.50 for each volume shipped, with a 10 percent discount for the entire set.

January 17, 1963

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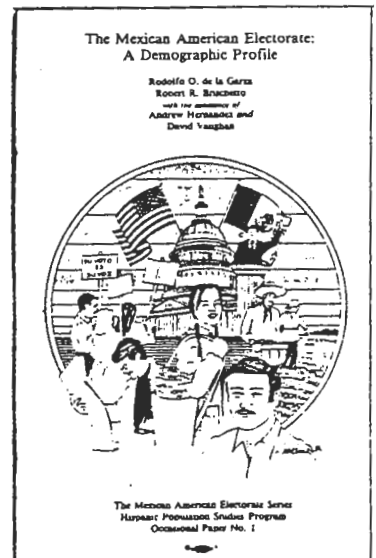
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