AMERICA/AMÉRICAS

Myth in the Making of U.S. Policy
Toward Latin America

The Pennsylvania State University Press University Park, Pennsylvania

e

[°]Contents

List of Abbreviations	ix
Introduction	xiii
1. Monroe's "Positive" Legacy	1
2. The America/Américas Myth	13
3. From Myth to Advertising	38
4. Romance and the Hardball Player	54
5. Mounting the Campaign	81
6. The Campaign as an Ad Drawing on the Myth	114
7. A Different Discourse	. 140
8. Beyond the America/Américas Myth	159
Appendix: The Reagan Speech	167
Select Bibliography	175
Index	181