

**Center for Comparative Immigration Studies, UC San Diego  
Center for the Study of International Migration, UC Los Angeles  
Berkeley Interdisciplinary Migration Initiative, UC Berkeley**

# Latino Roots in Southern Soil

Friday, December 13, 2024 | 12:00PM - 1:30PM Pacific Time

Will be held via Zoom (This Event May Be Recorded)



## **Presenter: Cecilia Márquez**

Cecilia Márquez is the Hunt Family Assistant Professor in History at Duke University and the author of “Making the Latino South: A History of Racial Formation” published by UNC Press in Fall 2023. Dr. Márquez writes and teaches about the formation of Latinx identity, Latinx social movements, and the importance of region in shaping Latinx identity. Her work has been supported by the Mellon Foundation, the Woodrow Wilson Foundation, and the Smithsonian National Museum of American History. She is currently working on a book project about the history of grassroots conservative Latino activism from the 1970s to the present.

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Drawn from her award-winning book *Making the Latino South*, this talk will trace the long history of Latinos in the South and show why being Latino in the South was unlike being Latino anywhere else in the country. Moving from the 1940s to the 2010s, it will show how non-Black Latinos transformed from being embraced by white southerners in the era of Jim Crow segregation to being targeted by legislative campaigns designed to make life inhospitable for the hundreds of thousands of Latino people who had made the region home since the 1990s. Those interested in history, politics, immigration, and race in the region will be eager to read Márquez’s compelling retelling of Latino History from the vantage point of the South.

**[Register Here](#)**

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