The present work states the four main theses on cultural identity in Latin-American: the indianist, hispanic-catholic, west-centered, mestizo. Having as a starting point the theoretical debate on the concept of cultural identity, it describes the main ideas of each theses and then offers a critical analysis of their basical conceptual for assumptions of such thesis, ending with the proposal of some new guidelines for rethinking the subject and who recognizes the cultural pluralism in Latin America.

Keywords
Identity, culture, Latin America, sociology

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