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My Latin Bride

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### Abstract

This article seeks to show how the social representations and stereotypes of Latin-American women, evident in the webpages of transnational marriage agencies, affect the construction of subjectivity of the female users of these sites. For this purpose, the text explores the relationships between gender, race and Latin-Americanity representations and the stereotype construction of Latin women offered as potential wives to American men. Finally, it articulates these relations with the case study of a Colombian woman that used the internet to find a husband and her incorporation of stereotypical characteristics.

### Keywords

Representation, stereotype, Latin-America,  
Internet, subjectivity, mail-order bride.

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