

**Pertierra, Anna Cristina**, University of Queensland, Australia

**Consuming Modern Mexico: Television and Consumer Culture on the Mexico-Belize Border**

This paper argues that contemporary Mexican national identities are largely enacted through everyday consumption practices. It draws from ethnographic research conducted in the city of Chetumal, on the southeastern border of Mexico, to show how television consumption practices link the everyday experiences of Mexicans into an imagined national community of consumers. In this region of upward mobility, with a rapidly growing population and economy, buying new television sets, watching television programs, and reading television-related magazines, are key practices through which Mexican consumers participate in commercial nationalism. The paper will discuss how this case study raises broader questions about the impact of the relationship between nation states and commercial media upon ordinary people's experiences and identities.