

**Famous Mexican people through the prism of the English worldview: Frida Kahlo in a 2023 TV series «Becoming Frida Kahlo»**

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In the context of globalization, national cultural figures increasingly become part of transnational media circulation, where their biographies and cultural meanings are reinterpreted for international audiences. Famous Mexican personalities represented in Anglophone media often undergo a transformation shaped by the English worldview. One of the most illustrative examples of this process is the representation of Frida Kahlo, whose image has evolved from a national Mexican artist into a global cultural symbol [1][5]. The 2023 biographical series *Becoming Frida Kahlo* provides a useful case for examining how her life and legacy are reconstructed through the prism of the English worldview [7].

Within Mexican cultural discourse, Frida Kahlo is closely connected with the historical and ideological context of post-revolutionary Mexico. Her artistic identity developed alongside the search for national authenticity that followed the Mexican Revolution and the revival of indigenous aesthetics and symbolism [1][2]. Kahlo deliberately constructed her public image using elements deeply rooted in Mexican culture, including traditional Tehuana dress, references to pre-Columbian heritage, and visual motifs associated with Mexican folk art [2][6]. Her political views and her relationship with the muralist Diego Rivera are usually interpreted within a broader collective ideological framework [1].

In Anglophone media narratives, however, Kahlo's biography is often reorganized according to narrative patterns characteristic of the English worldview. In cultural studies, worldview can be understood as a system of values and interpretative models that structure the perception of reality [3]. The Anglophone worldview is frequently associated with individualism, psychological self-reflection, liberal feminist discourse, and an emphasis on personal identity as a central category of experience [3][4]. These features become visible in the narrative strategies used in *Becoming Frida Kahlo* [7].

In the series, Kahlo appears primarily as a figure of personal empowerment whose creativity emerges from suffering and whose identity is shaped through overcoming adversity. Such psychologization corresponds to broader tendencies in Anglophone biographical storytelling, where the inner life of the individual is foregrounded in comparison with broader socio-political contexts [3].

At the same time, culturally specific elements are frequently translated into more universal concepts recognizable to global audiences. Categories such as identity, self-expression, and empowerment become central interpretative frameworks. Mexican cultural symbols remain present but are reframed in ways that emphasize personal authenticity rather than collective symbolism. Indigenous dress, for instance, can be interpreted not only as a marker of national belonging but also as a form of resistance to dominant standards of beauty [5][6].

Through this process, Kahlo's image is transformed from a national cultural icon into a global cultural brand associated with feminist strength, artistic independence, and emotional

authenticity. Such transformation reflects mechanisms of cultural translation in which historical contexts are selectively emphasized and adapted for international audiences [4].

The case of Frida Kahlo demonstrates that media representation functions as a form of intercultural negotiation. The English worldview reshapes narrative emphasis by prioritizing psychological interiority and individual agency while preserving key elements of cultural identity. In the era of global streaming platforms and transnational media consumption, such reinterpretations contribute to the formation of shared cultural memory that transcends national borders [4][7].

### **Источники и литература**

- 1) [https://en.wikipedia.org/wiki/Frida:\\_A\\_Biography\\_of\\_Frida\\_Kahlo](https://en.wikipedia.org/wiki/Frida:_A_Biography_of_Frida_Kahlo)
- 2) <https://www.cambridge.org/core/books/cambridge-companion-to-frida-kahlo/>
- 3) <https://uk.sagepub.com/en-gb/eur/representation/book234567>
- 4) <https://www.jstor.org/stable/10.5749/j.ctttsq5r>
- 5) <https://www.tate.org.uk/art/artists/frida-kahlo-1357>
- 6) <https://www.moma.org/artists/2963>