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Cover Image: The top photograph shows the meeting of two student-activist organizations, the United Mexican American Students (UMAS) and the Mexican American Student Association (MASA) on the campus of East Los Angeles College in 1967. The man on the far right is MASA-member Carlos Montes who is now a renowned Chicano activist. UMAS led the establishment of the Chicano Studies Department at CSULA which is the subject of "A History to Call Our Own," by Jimmy Solis. The bottom image is an iconic still of the "Woman" in Chris Marker's French photo-novel *La Jetée* (1962) referenced in a "Certain Idea of France," by Ryan Allen.

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A Note From The Editors

Since 1973, the student editors and faculty advisors of *Perspectives: A Journal of Historical Inquiry* have provided prospective scholars an accessible forum for their historical research projects. Each winter, after the rigorous but rewarding process of collecting sources, mastering the historiography, and choosing a methodology, undergraduate and graduate students submit their original primary-source based papers to the editorial staff of *Perspectives*. Student editors, in turn, face the challenging task of selecting the most intriguing articles for publication, which represent the intellectual diversity fostered by our faculty and the myriad of academic interests of our dynamic student population.

This year's edition of *Perspectives* benefitted from the unique background of each of its editorial team members and the experience of Dr. Birte Pfleger. History 497, an upper-division course in journal publishing, allows students to actively engage with the editing process, instilling values of leadership and group collaboration. The reciprocal learning process that takes place between authors and editors is an invaluable experience, which each student will undoubtedly benefit from. We wish to thank Dr. Pfleger for her guidance and continued support of this journal and the Eta Xi chapter of Phi Alpha Theta.

Saúl Hernández Delgado designed the cover art juxtaposing a photograph of Chicano student activists in the late-1960s with a still image of the "Woman" from Chris Marker's French photo-novel *La Jetée* (1962). Hernández is an undergraduate student in the History Department with an interest in art and graphic design.

The editorial team of volume forty-one proudly congratulates last year's student editors and faculty advisors in winning the Gerald D. Nash History Journal Prize for Best Electronic Journal. The success of last year's team encouraged us to maintain the prestige of the past forty editions, while pushing the boundaries our predecessors set in scholarly excellence and design.

The editors welcome you to enjoy the forty-first issue of *Perspectives*.

In This Issue

Spanning various geographic and temporal territories, the essays selected for publication in the forty-first edition of *Perspectives* offer wide-ranging historical approaches and methodologies. These contributions aptly exemplify CSULA History students' diverse research interests in areas such as cultural, intellectual, diplomatic, and gender history. In the first article, Ryan Allen reads early 1960s French film and philosophy vis-à-vis Fifth Republic politics. Allen demonstrates how an epistemic upheaval regarding the nature of time and space deeply challenged Gaullist notions of certainty. Next, José Magaña examines the first two Latino national general-interest magazines' efforts to promote this ethnic group's national consumer market in the 1970s. Magaña shows how *La Luz* and *Nuestro* substantiated their claim for Latinos' place in the U.S. consumer market by emphasizing their unified ethnic identity and growing economic success. Then, looking at recently declassified U.S. government documents, Rafael Mazon explores the 1973 oil embargo and its role in American diplomacy revealing the nation's struggle for political power on the global stage. Contributing with an article of particular relevance to the CSULA community, Jimmy Solis explores the establishment of the first Chicano Studies Department in the United States at the CSULA campus in the late-1960s. Using oral histories in combination with records from the university archive, Solis argues that the Chicano Studies Department emerged from the collaboration among Chicano students, the Mexican American community, and the university's administration. Finally, Maddie Weissman takes us back to post-WWI Britain when sartorial consumption enabled working-class men to embrace alternative styles of masculinity. This shift set them apart from their middle-class counterparts who remained tied to Victorian ideals of manhood.

In this volume, the special feature editors interviewed CSULA History alumni to share their experiences as students and the diverse professional opportunities the program prepared them for. Also in this issue, our outreach team has moved forward in contacting other student-edited journals in History, a task begun by last year's editors, as *Perspectives* seeks to collaborate with students from other academic institutions. This meaningful step moves our journal into the future, fostering the academic and collegial exchange of ideas amongst students and faculty advisors.

Written by the editorial staff, this volume concludes with our book review section, which further showcases CSULA History students' array of scholarly endeavors. Ranging from traditional history monographs to general-interest books, the reviews are sure to spark the interests of our readers.

CONTRIBUTORS

Ryan Allen is a graduate student in the History department at CSULA. He specializes in modern European cultural and intellectual history as well as film studies and continental philosophy. He has traveled quite a lot, taught and written a little, and here and there experienced the all-knowing gaze of cats. Allen wishes to thank Dr. Scott Wells for his insightful advisement in all things temporal, Dr. Jay Conway for bringing the Deleuzean event to academia, and Drs. Choi Chatterjee and Cheryl Koos for their consistent academic direction. Allen would also like to express his sincere gratitude to Dr. Birte Pfleger and the *Perspectives* editorial staff.

José Magaña a native of Michoacán, Mexico, is an M.A. student in History at CSULA. His main interests are cultural and gender history and the history of Latinos in the U.S. He is a member of Phi Alpha Theta and Phi Kappa Phi. Magaña graduated magna cum laude with a B.A. in History from CSULA in 2010. He would like to thank Drs. Carole Srole and Christopher Endy for their support and encouragement in completing this project.

Rafael Mazon is an M.A. student at CSULA studying U.S. diplomatic history. He has been a member of Phi Alpha Theta since 2011 and served as president from 2013-2014. His research interests center around British-American political and economic competition in Latin America and the Middle East. Mazon would like to thank Drs. Chris Endy and Carole Srole for offering suggestions on early drafts along with valuable encouragement. He also thanks Nicole Lyon whose patience and support made this project possible.

Jimmy Solis is an East L.A. native finishing his M.A. in History at CSULA before pursuing a Doctorate in Education at USC later this year. Eager to contribute to the academic community and the University that have given him so much, he chose to write about the history of the Chicano Studies Department at CSULA. He credits the completion of this project to the guidance of Drs. Francisco Balderrama, Donald Dewey, Enrique Ochoa, Mike Soldatenko, Carole Srole, and Mark Wild. Solis would like to thank the CSULA Special Collections staff Azalea Camacho and Michelle Dragoo and the UCLA Chicano Studies Research Center for their support. He dedicates this essay to his parents Martha and Alvino Solis who served as his motivation and last but certainly not least to his wife Lucy whose love and support are immeasurable.

Maddie Weissman earned her B.A. in European History from UCSD in 2010 and is a graduate student in the Department of History at CSULA. Her primary field of study is modern European history with a focus on gender constructs in Britain as well as modern French culture and gender paradigms. Her research interests include media representations of manhood in Western culture, discourses on gender relations, as well as interracial and intercultural relations. She recently submitted three entries for an anthology on topics regarding the Reconstruction period in U.S. history, exploring issues of race and ethnicity. She would like to express her gratitude to Dr. Cheryl Koos for her mentoring, insightful comments, and pushing her to become a better and more concise writer. She would also like to thank Dr. Carole Srole for her instrumental comments, guidance, and support during the development of this project.