

“From Magical Realism to Virtual Realism: Alberto Fuguet’s *The Movies of My life*.”

The highly marketable literary technique called magical realism characterized the literary ‘boom’ of the 1960s in Latin America. It portrayed the region as “the land where it rains flowers.” After an abusive commercialization of the magical realistic literary legacy that exploited an exotic image of Latin America, that representation has finally lost its magnetism. In today’s Latin America, connected to the world by new media technologies, other trends dominate its fiction. This paper will discuss how the characters of Alberto Fuguet’s *The Movies of My Life* (2003) share a global experience influenced by the impact of new communication technologies. Alberto Fuguet, a contemporary Latin American author, who came into public notice in the 1980s, refuses to accept a portrayal of the region as undeveloped, rural, and exotic. According to Fuguet, the arrival of new media technologies has driven a cultural change: the region is no longer a symbolic space of an exotic otherness, but another connected area of a global planet.

While intellectuals such as García Canclini evaluate the effect of the blurring of frontiers due to globalization in postmodern subject’s identity, contemporary postmodern Latin American narrative responds by devising new strategies to define identity in a world interconnected by technological advances. The construction of identity in *The Movies of My Life* represents the transformative possibilities of postmodern icons in the demystification of illusory modernist ideological frameworks that had consistently created magical realist characterization.

