As part of the Inter-American Research Group "E pluribus unum? Ethnic identities in processes of transnational integration in the Americas", the aim of this workshop is to analyze the construction, performance and the mise en scène of ethnic identities in film and video material, both, films and non-edited materials. We intend to propel a broad interdisciplinary dialogue on methodologies from film studies, cultural studies, visual anthropology and linguistics (communication analysis) including also a workshop talk with the well known indigenous filmmakers Yolanda Cruz (Mexico) and Tracey Bonneau (Canada). The design of the workshop combines 30 minutes presentations on methodologies followed by 90 minutes of video analysis and discussion. The workshop will count on the participation of international scholars featuring Elspeth Kydd (University of the West of England, Bristol), Jesse Lerner (Claremont Colleges, L.A.), Rainer Winter (Alpen-Adria Universität Klagenfurt, to be confirmed), Carlos Flores (Universidad Autónoma del Estado de Morelos, Mexico), and Ulrich Dausendschön-Gay (Bielefeld University, Germany).