

A Look at Gabriel Iglesias

In the world of comedy, there are many comedians who come in different backgrounds and different ways that makes their audience laugh, of course that isn't just the only reason that audiences laugh but these comedians also uses comedy as a way to share their thoughts and views on things or their experiences with the chosen topic whether serious, taboo, or just everyday things using humor to get their points across and also making it more likely for the audience to agree to or at least think about what they are saying. Stand-up comedian Gabriel Iglesias is one of these types of comedians, more specifically the licensed spokesperson and negative exemplar role that he plays in his many stand-up shows, but we are going to be specifically focusing on one episode titled "[How To Tell Latinos Apart | Gabriel Iglesias](#)" on *YouTube*. Before delving more into how he is a licensed spokesperson and a negative exemplar, let's first take a look into what these two terms mean.

A licensed spokesperson, according to Boyle, is "an intelligent and virtuous character who is a credible and reliable source"(1). While a negative exemplar, according to Lavin, is "the comic character who represents traits which the audience wants to 'hold up to ridicule, to feel superior to, to renounce through laughter'"(2). Gabriel and many other stand-up comedians use these two main roles everytime they go on stage and it can change depending on the topic and the specific comedian. Gabriel however, appears to follow a certain pattern to his shows that I have seen so far which is that he mostly uses the role of a licensed spokesperson for the majority of each of his shows, and then finally using the negative exemplar role near the end. Let's go into why he would choose this certain approach and the possible reasons for it.

At the beginning of the show, Gabriel immediately grabs the attention of the audience by talking how when he said “latinos”, he wasn’t being very specific about it and that calling people the wrong race can cause problems. He then proceeds to give the audience a “solution” on solving the problem of telling the different people apart by the way that they are speaking Spanish. This style of talking paints Gabriel in a certain way that makes people more likely to believe him since he sounds confident and experienced about telling apart the difference in voices and accents. He also adds the line “it is pretty easy, all you have to do is” to further boost his trustworthiness among the audience as this choice of words can improve his image similar to that of a leader. This would make him go into the role of a licensed spokesperson because it fits the bill of intelligence and reliability since he made himself appear to the audience as knowledgeable and experienced.

Going a bit further into the show when Gabriel was giving examples on how the different Hispanic group speaks. For each of the examples that he went through he would become that person and speak like what he believes they sound like. Of course the sounds are most likely exaggerated a bit to give that comedic effect to the audience. This combined with his also exaggerated facial expressions would further increase the comedic effect on the audience and thus delivering a greater reaction from them. Also instead of saying that Puerto Ricans speak really fast, he instead says that they speak like they are on a time limit and how Puerto Ricans and Cubans comes from “every color of the rainbow” instead of simply saying people of different color, again using a different choice of words to boost his credibility and comedic effects, making himself a licensed spokesperson.

In the part where he talks about visiting a Hispanic restaurant and before even getting there, he met a black Cuban driver when getting a cab and was surprised that he was black because he had never seen a black Cuban before. Getting to the restaurant, Gabriel adds a small but effective quip about the restaurant sign which has a rooster in and saying he “doesn’t know what it does but look out for him anyway”, this small but effective addition to his talk give a quick short reaction from audience as well making himself a bit of a negative exemplar since he made himself sounds like he is afraid of a sign, of course his exaggerated expression also help with that too. So there is a bit of a licensed spokesperson there too due to getting a reaction talking about the chicken sign and how certain he made himself to be about the sign, and also a bit of a more negative exemplar due to Gabriel having never met a black Cuban before and was super confused on his trip to the restaurant with the driver.

Nearing the end of the show, this is where he starts to go into the main role of negative exemplar. He says that upon being given coffee by the waiter that “yelled” at him since he is Cuban, he was confused about how small the amount of coffee there is and asked for a bigger amount, but unbeknownst to him, Cuban coffee was very strong and the waiter was a bit mad about it and gave him a whole bowl of Cuban coffee. Gabriel then foolishly begins to drink the whole thing and of course, he realized that he had messed up and it was too late for him. This paints him as the negative exemplar because you don’t drink that many amount of coffee at once and expect to be normal after. This would appeal to the audience because it is basic knowledge that consuming too much coffee at once is never a good idea even if it is a “weak” coffee and the audiences themselves would not do such a foolish thing and since Gabriel did that and faces

the consequences after, he effectively demonstrates a negative exemplar role to not do what he did.

In conclusion, Gabriel Iglesias is a standup comedian who prefers to go for the licensed spokesperson role and then ending it with the negative exemplar role which is an approach that he uses in many of his shows and it always seems to be effective. Making him a great comedian for many people due to this specific method of his and of course his confidence and way of speaking along with his uses of facial expressions and body movements definitely helps too.

Works Cited

1. [How To Tell Latinos Apart | Gabriel Iglesias](#)