

**“The Patriotic Tradition of Francisco de Florencia’s *Zodiaco Mariano*,” paper presented for *Marian Images in Spain and the New World*, Society of Spanish and Portuguese Historical Studies Conference, Fort Worth, Texas, USA, April 5, 2008.**

In this paper I explore the patriotic tradition of textual iconic mapping in New Spain by focusing on the eighteenth-century compendium of Marian images, the *Zodiaco mariano*. The initial author of this work was the Floridian Jesuit Francisco de Florencia (1620-1695). During the 1680s and the 1690s he took an emerging textual cartographic tradition of novohispano images to a new level by historicizing all of the major Marian shrines in New Spain. Decades later Juan Antonio de Oviedo, S. J., (1670-1757) took Florencia’s manuscript of the *Zodiaco mariano*, made some revisions, amplified the text by adding accounts of newer devotions, and then published the work in 1755. The final text is a series of short accounts of one hundred and six novohispano Marian images. Through the *Zodiaco mariano* we are able to follow the development of a creole consciousness in New Spain that moves beyond the traditional emphasis in Mexican historiography on the cult of the Virgin of Guadalupe. This compendium also allows us to analyse the ways men in Spanish America used images of the Virgin Mary to territorially map, in a textual fashion, the geographical limits of their homeland.