

THE WILLIAM P. CLEMENTS CENTER FOR SOUTHWEST STUDIES INVITES YOU TO:

Walter Horne's "Triple Execution" Postcards: Death on the Border

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RASC/a:
Rhetorics of Art,
Space and Culture
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Wednesday,
February 17, 2016
12 noon to 1 pm
McCord Auditorium,
Dallas Hall
3225 University Blvd.
SMU

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Using photographer Walter Horne's "Triple Execution" images of the Mexican Revolution along the U.S.-Mexico border in the cities El Paso and Ciudad Juarez, Claudia Zapata examines the pattern that Horne used to portray the role of Mexico and Mexican identity in the picture postcard format. Zapata argues that Horne's photographs reflect U.S. imperialist notions against Mexico and reiterate a propagandistic rhetoric of the new Mexican national identity as bandit-led villain via reductive captioning and lynching and corpse imagery. Examination of select photographs will facilitate Horne's creation of Mexican identity and the commercialization of not only death but a racially-specific type of death that encouraged an essentialist reading of Mexico via American visual culture entrepreneurialism.



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