



## Death on the Other Side: The Mexican Revolution through the Lens of US Postcards Companies

Juan Leal Ugalde - Elon University

**Tuesday, November 16 • 3:00 PM MT • Register to attend at: [bit.ly/3NrhmmO](https://bit.ly/3NrhmmO)  
Latin American and Iberian Institute (801 Yale Blvd NE) or on Zoom**

The Mexican Revolution triggered a massive photographic production in which numerous US-based photo companies depicted gruesome scenes to commercialize them as postcards. Significantly, the intervention of the US Armed Forces during the Invasion of the Port of Veracruz in 1914 and the Punitive Expedition in 1916-17 against revolutionary leader “Pancho” Villa in Northern Mexico marked key events for the postcards’ business. In the following presentation, I will show, in the first place, the link between the deployment of the advanced military apparatus and the development of technological images in a crucial Latin American revolution. And, in the second place, I will problematize the visual memory of mass graves, executions, and unknown human remains through images attributed to the American Walter Horne and other postcards producers, observing these images beyond the racialized perspective that represented the “savage” violence in Mexico. For this analysis, I follow the notion of critical image (Georges Didi-Huberman), which stresses images’ potentiality to interrupt the homogenous writing of history and confront monumental representation of the past. With this in mind, I examine postcards held by the Center for Southwest Research at the University of New Mexico, the Palace of Governors Photo Archives in Santa Fe, and the Library of Congress. Images that may be disturbing will be shown at the presentation.

Juan Leal Ugalde is an Assistant Professor of Spanish and Coordinator of Latin American Studies Minor Program at Elon University in North Carolina. His research explores political violence through documentary photography and fiction and non-fiction literatures concerning revolutions and civil wars in Mexico and Central America.

\*\*This is a hybrid event that will be held in person at the Latin American and Iberian Institute (801 Yale Blvd NE, campus building 165) and via Zoom. Please register here if you would like to attend via Zoom\*\*



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