

Presentation title:

Narco-Baroque: A cocaine narrative of Pablo Escobar and the media

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I interviewed John Jairo Velasquez, the YouTube celebrity and ex-assassin for the 1980s Colombian drug trafficker Pablo Escobar, as part of my PhD (2018). Velasquez saw that interview as an intertextuality of the interview Kate Castillo held with the Mexican Drug lord El Chapo Guzman. I think that Velasquez wanted to imitate Guzman's interest in the media because Guzman was a powerful drug lord. However, my interview transformed into a chain of intertextualities because a new intertextuality appeared when it was published online without my permission by Velasquez's son 'Mateo Velasquez' and alias Adolfo X. My interview was reinterpreted as a way of interpreting academic work which is only about entertaining an audience through the media, where there are displays violence, prostitution and satanism. It was not considered as a scientific tool to understand drug trafficking. Furthermore, when I claimed my copyright, I started to receive death threats, defamations, cyberbullying, and all kinds of intimidation. My interview is an example of intertextuality that interweaves drug trafficking through the media as a symbol of representing power, and I like to call it Narco-Baroque. Cristo Rafael Figueroa, in his book *Barroco y Neobarroco en la Narrativa Hispanoamericana Cartografía Literarias de la Segunda Mitad de Siglo XX*, considers Baroque as comprising a state where intertextuality can be interpreted as death metamorphosing life into an inexhaustible force. Narco-Baroque, like Baroque, considers intertextual mentality and a chaotic aesthetic which are commonly reflected as a form of representing power, as derived from Foucault, Lambert, D'Ors and Wolfflin. Although, how dangerous is it to keep this material online? When is visual material in the media a crime and how does it relate? Could be an item of visual material be categorised as a crime because it is a way of representing drug trafficker power? What is the difference between intertextuality and fraud?