

# *THE ANNUAL ANN PLATO LECTURE*

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## **Scoring Failure: Reflections on Technobanda and Death**

This talk examines how the rise of technobanda in Mexico, a once-experimental genre that draws from techno music and banda music, unknowingly scored a watershed moment in Mexican history: presidential hopeful Luis Donaldo Colosio's murder. This tragedy, considered by many a pivotal event in Mexico's politics, is now immortalized in a YouTube video that has become a cult audiovisual product, an omen of the eventual fate of the country. Here, I analyze how the merging of music and image creates an audiovisual rhetoric of failure that has embedded itself into Mexican media consciousness. Drawing from Alexander Weheliye's conceptualization of "phonographies" (2005)—where he ties sound, technology, and Black culture together—as methodology, I situate Colosio's video within the analytical category of "sound event" to argue that its existence and continued referencing proposes an acousmatic experience of nationalism, failure, and neoliberalism.

*Wednesday, November 9, 2022 @ 4:30 PM  
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