



# Aprendiendo de los guiones para comunicarse a través de un mapa geográfico: cultura visual institucional de tierras remotas y fronteras conquistadas (siglo XVIII) [

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text (article)

Analítica

backwoodsmen and missionaries anticipated in the 17th century the development of a visual culture of the far lands of the coast of America through the elaboration of maps. They were used to communicate different messages, such as exploitation rights over metal-rich lands or the trajectory of the company of Jesus. With the advancement of the Portuguese Crown's geopolitical interests to these lands, in the 18th century, it had to face its deficient condition of maps. To this end, it installed governors who implanted an institutional visual culture based on the creation and circulation of maps to communicate backlands and conquered borders. This culture appropriated the visuality constructed by the itineraries' backwoodsmen and Jesuits maps as shown by the official correspondence and maps of this time

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## Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)