

# postkart

**postkart:** The Ultimate Guide to Postcards – History, Types, and How to Use Them Effectively

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## Introduction to Postkart

*Postkart*, or postcard, is a small, flat piece of card typically used for sending messages without an envelope. Since their inception in the late 19th century, postcards have become a popular means of communication, souvenir, and collectible item. Whether you're a traveler wanting to share your adventures or a collector seeking rare editions, understanding the world of postcards is essential. This comprehensive guide explores the history, types, printing techniques, and creative uses of postcards, providing valuable insights for enthusiasts and newcomers alike.

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## The History of Postkart

### Origins and Evolution

The concept of sending messages via postcards dates back to the 19th century. The first known picture postcard was published in Austria-Hungary in 1869, featuring a photograph instead of just text. The idea quickly gained popularity across Europe and North America.

### Key Milestones in Postcard Development

1. **1870s:** Introduction of picture postcards in Austria and Germany.
2. **1890s:** The rise of the 'divided back' postcard, allowing space for both address and message.
3. **Early 20th century:** Postcards became a widespread means of communication, especially among travelers.
4. **Mid-20th century:** Decline due to the rise of telephones and digital communication, but they remained popular as collectibles.

5. **Today:** Postcards are cherished for their nostalgic value, artistic designs, and as marketing tools.

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## Types of Postkart

Postcards come in a variety of styles and formats, each suited for different purposes. Understanding these types helps in choosing the right postcard for your needs.

### Based on Material and Design

- **Standard Postcards:** Made from thick cardstock, featuring a front image and space for a message on the back.
- **Photo Postcards:** Printed with photographic images, often used for travel souvenirs.
- **Art Postcards:** Showcasing artwork, illustrations, or graphic designs, popular among collectors.
- **Premium Postcards:** High-quality materials with embossed or textured surfaces.

### Based on Purpose and Usage

1. **Travel Postcards:** Featuring landmarks, cityscapes, or scenic views, used to share travel experiences.
2. **Greeting Postcards:** Sent during holidays, birthdays, or special occasions.
3. **Collectible Postcards:** Rare or vintage cards, often with historical significance.
4. **Promotional Postcards:** Used by businesses for marketing or advertising campaigns.

# Specialty Postcards

- **Vintage Postcards:** Usually from the early 20th century, valuable for collectors.
- **Magnetic Postcards:** Incorporate magnets for display purposes.
- **Interactive Postcards:** Include pop-ups, scratch-off areas, or augmented reality features.

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# Design and Printing Techniques of Postkart

The visual appeal of a postcard greatly influences its effectiveness and collectibility. Several printing techniques and design considerations come into play.

## Printing Methods

1. **Offset Lithography:** The most common method, producing high-quality images with vibrant colors.
2. **Screen Printing:** Used for textured or embossed effects, often on premium postcards.
3. **Digital Printing:** Ideal for short runs or personalized postcards.
4. **Letterpress:** Adds a tactile, embossed feel, popular for artistic postcards.

## Design Elements

- **Imagery:** Photographs, illustrations, or artwork that capture the postcard's theme.
- **Typography:** Fonts should complement the visual style, ensuring readability.
- **Color Palette:** Bright and eye-catching or subtle and elegant, depending on purpose.

- **Back Layout:** Clear division between message space and address area, especially after the divided back design was introduced.

## Modern Innovations in Postcard Design

- **Augmented Reality (AR):** Enhances postcards with interactive features accessible via smartphones.
- **Eco-friendly Materials:** Use of recycled or sustainable paper for environmentally conscious designs.
- **Personalization:** Custom images and messages printed for individual recipients or marketing campaigns.

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## How to Use Postkart Effectively

Postcards are versatile tools for communication, marketing, and collection. Here are some tips on maximizing their impact.

### Sending Postkarten

1. **Choose the Right Postcard:** Match the design to the recipient's interests or the occasion.
2. **Write a Personal Message:** Keep it concise but meaningful to stand out.
3. **Add a Stamp:** Use the appropriate postage for your destination.
4. **Address Clearly:** Write legibly to ensure prompt delivery.

## Creating Your Own Postkart

- **Photography:** Capture meaningful images relevant to your message or brand.
- **Design Software:** Use tools like Adobe Photoshop, Canva, or specialized

postcard templates.

- **Printing:** Choose quality printers or professional printing services for best results.
- **Distribution:** Send via postal mail or distribute at events, exhibitions, or marketing campaigns.

## Collecting Postkarten

1. **Select a Theme:** Landmarks, vintage cards, art series, or specific eras.
2. **Preserve Properly:** Store in albums, protect with sleeves, and keep away from sunlight and moisture.
3. **Research Values:** Identify rare or valuable cards through catalogs and online communities.
4. **Share and Network:** Join postcard clubs or online forums to connect with other collectors.

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## Postkart as a Cultural and Marketing Tool

Postcards are not just personal items—they serve as powerful marketing and cultural artifacts.

### Cultural Significance

Postcards often depict local landmarks, traditions, festivals, and art, serving as visual documentation of cultural heritage. They help preserve history and promote cultural understanding.

### Marketing and Business Promotions

Companies leverage postcards to:

- Increase brand visibility with custom-designed postcards.
- Engage customers through holiday greetings and special offers.

- Enhance direct mail campaigns with visually appealing content.
- Encourage customer loyalty and repeat business.

## Educational Uses

Postcards can be educational tools in classrooms, museums, and cultural programs, illustrating local history or promoting tourism.

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## Where to Find and Collect Postkart

If you're interested in collecting postcards, numerous sources can help you get started.

## Sources for Postkarten

- **Antique Shops and Flea Markets:** Great for vintage and rare postcards.
- **Online Marketplaces:** eBay, Etsy, and specialized postcard shops.
- **Postcard Shows and Expos:** Events dedicated to postcard trading and collection.
- **Collector Clubs and Forums:** Join communities for tips and exchanges.

## Tips for Building a Postcard Collection

1. **Define Your Focus:** Choose a theme, era, or region to specialize in.
2. **Verify Authenticity:** Learn to distinguish genuine vintage cards from reproductions.
3. **Document Your Collection:** Keep records of acquisition details and provenance.
4. **Share and Display:** Use albums, frames, or digital catalogs to showcase your collection.

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## Conclusion

Postkart, or postcards, remain a charming and versatile form of communication, art, and collection. Their rich history, diverse types, and innovative designs make them relevant even in the digital age. Whether you're sending a heartfelt message, collecting vintage cards, or using postcards for marketing, understanding the nuances of this medium enhances your experience and appreciation. Embrace the timeless appeal of postcards and explore their potential to connect, inspire, and preserve memories across generations.

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## Start Your Postkart Journey Today

Interested in creating or collecting postcards? Dive into the vibrant world of postkarten by exploring local markets,

## Frequently Asked Questions

### What is a 'postkart' and how is it different from a postcard?

A 'postkart' is the German term for a postcard, typically a card sent via mail with a picture or message. The main difference is the language; 'postkart' is used in German-speaking countries, while 'postcard' is the English term.

### How can I design a personalized 'postkart' for special occasions?

You can use online printing services or design tools to create custom images and messages for your 'postkart'. Including personal photos, favorite quotes, or event details makes your 'postkart' unique and memorable.

### Are 'postkarts' still popular in the digital age?

While digital communication is dominant, 'postkarts' remain popular for their tangible, personal touch, especially for occasions like holidays, travel updates, or special celebrations.

## **What are the best practices for writing a compelling message on a 'postkart'?**

Keep your message brief, personal, and heartfelt. Mention specific details about your experience or the recipient, and include warm wishes or greetings to make it meaningful.

## **Where can I purchase authentic 'postkarts' or postcards?**

You can buy 'postkarts' at souvenir shops, bookstores, post offices, or online through retailers specializing in stationery and postcards.

## **How do I properly address and mail a 'postkart' internationally?**

Write the recipient's full name and address clearly on the right side, include your return address on the top left, and affix the correct international postage stamp. Check postal regulations for specific country requirements.

## **What materials are best for making DIY 'postkarts'?**

Use sturdy cardstock or thick paper, and consider adding personal touches like stickers, stamps, or hand-drawn illustrations to enhance your DIY 'postkart'.

## **Can I collect 'postkarts' as a hobby? What should I look for?**

Yes, collecting 'postkarts' is a popular hobby. Look for vintage or rare postcards, those with unique artwork, historical significance, or from different countries and eras.

## **Are there any eco-friendly options for sending 'postkarts'?**

Yes, choose postcards made from recycled materials, and consider using environmentally friendly inks. Additionally, opt for digital postcards when possible to reduce paper waste.

## **What are some creative themes for 'postkarts' during holidays?**

Popular themes include Christmas scenes, Halloween motifs, New Year greetings, summer vacation images, and cultural or traditional holiday symbols relevant to the recipient.

# Additional Resources

Postkarten sind seit Jahrzehnten eine beliebte und charmante Art, Gedanken, Grüße und Erinnerungen zu teilen. In einer Welt, die zunehmend digitalisiert ist, behalten Postkarten ihren besonderen Platz im Herzen vieler Menschen. Sie verbinden Nostalgie, Kreativität und persönliche Botschaft auf eine einzigartige Weise. Dieser Artikel bietet eine umfassende Analyse und Anleitung rund um das Thema Postkarte, vom Ursprung bis zu modernen Trends, Gestaltungsmöglichkeiten und Tipps für den perfekten Versand.

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## Was ist eine Postkarte?

### Definition und Ursprung

Eine Postkarte ist eine flache Karte, meist aus Papier oder Karton, die für den Versand per Post vorgesehen ist. Sie besteht typischerweise aus zwei Seiten: einer Bildseite, die oft eine Fotografie, Illustration oder ein Motiv zeigt, und einer Textseite für die Adresse und eine persönliche Nachricht. Postkarten wurden erstmals im 19. Jahrhundert populär und dienten ursprünglich vor allem als günstige Möglichkeit, Grüße und kurze Mitteilungen zu versenden.

### Historische Entwicklung

- 19. Jahrhundert: Erste Postkarten erscheinen in Europa, vor allem in Deutschland und Frankreich.
- 20. Jahrhundert: Die Gestaltung wird vielfältiger, mit farbigen Fotografien und künstlerischen Motiven.
- Heute: Digitale Fotografie und soziale Medien verändern die Nutzung, aber Postkarten behalten ihren besonderen Charme.

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## Die Bedeutung und Verwendung von Postkarten heute

### Traditionelle Nutzung

- Reisen und Tourismus: Touristen schicken Postkarten von Urlaubsorten an Freunde und Familie.
- Grüße zu besonderen Anlässen: Geburtstage, Weihnachten, Jubiläen.
- Erinnerungen und Sammelobjekte: Viele sammeln Postkarten als Hobby.

### Moderne Trends

- Personalisierte Postkarten: Eigene Fotos und Designs.
- Künstlerische Postkarten: Limitierte Auflagen, handgemacht oder mit besonderen Techniken.
- Digitale Postkarten: E-Cards, die per E-Mail verschickt werden, bieten eine schnelle Alternative.

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## Gestaltung und Design einer Postkarte

### Grundlegende Elemente

- Motiv/Bildseite: Das zentrale Element, das Aufmerksamkeit erregt.
- Textseite: Für persönliche Botschaften, Adresse und Porto.
- Layout und Farben: Wichtig für die Wirkung und Lesbarkeit.

### Tipps für die Gestaltung

1. Wählen Sie ein passendes Motiv: Landschaften, Kunst, humorvolle Grafiken oder persönliche Fotos.
2. Achten Sie auf die Bildqualität: Hochauflösend, scharf und ansprechend.
3. Verwenden Sie klare Schriftarten: Für die Nachricht und Adresse.
4. Harmonie in Farben und Design: Vermeiden Sie Überladenheit und achten Sie auf Kontraste.
5. Persönliche Note hinzufügen: Handgeschriebene Nachrichten machen die Postkarte einzigartig.

### Kreative Gestaltungsideen

- Selbstfotografierte Kunstwerke oder Collagen
- Handgezeichnete Illustrationen
- Verwendung von Stempeln, Stickern oder Washi-Tapes
- Integration von Zitaten oder kurzen Gedichten

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## Auswahl der richtigen Postkarte

### Kategorien und Motive

- Reise-Postkarten: Sehenswürdigkeiten, Landschaften
- Künstlerische Postkarten: Abstrakte Kunst, Illustrationen
- Humorvolle Postkarten: Witzige Sprüche, Cartoons
- Themen-Postkarten: Feiertage, Jahreszeiten, Hobbys

### Materialien und Qualität

- Papierstärke: Für eine hochwertige Haptik
- Oberflächenbeschaffenheit: Matt, glänzend oder strukturiert
- Rückseite: Mit Linien für Text oder freier Fläche

### Nachhaltigkeit

- Umweltfreundliche Materialien wählen
- Postkarten aus recyceltem Papier bevorzugen

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## Der Versand von Postkarten – Tipps und Tricks

### Beim Schreiben

- Persönliche Botschaft: Kurz, herzlich und individuell
- Leserliche Handschrift: Für eine klare Zustellung
- Datum und Absender: Für den persönlichen Bezug

### Beim Adressieren

- Korrekte Adresse: Vollständig und gut lesbar
- Postleitzahl: Wichtig für die Zustellung
- Empfängername: Mit Titel oder Nachnamen, wenn angemessen

### Porto und Versand

- Porto prüfen: Je nach Größe und Gewicht
- Briefmarke anbringen: An die rechte obere Ecke
- Versandoptionen: Standard, Einschreiben, Express

### Tipps für einen gelungenen Versand

- Postkarten frühzeitig verschicken: Besonders bei internationalen Sendungen
- Adressetiketten verwenden: Für saubere und sichere Zustellung
- Postkarten in Geschenkpakete integrieren: Für besondere Anlässe

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## Sammeln und Aufbewahren von Postkarten

### Sammler-Typen

- Themensammler: Nach Motiven, Künstlern oder Ländern
- Historische Sammler: Alte Postkarten mit historischem Wert
- Persönliche Sammlung: Von Reisen oder besonderen Ereignissen

### Aufbewahrungstipps

- Sammlerschachteln oder Alben: Für Schutz und Präsentation
- Vermeiden von Feuchtigkeit und Sonnenlicht
- Dokumentation: Notizen zu Herkunft, Datum und Bedeutung

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## Zukunftsansichten und Innovationen

### Digitale und hybride Postkarten

- E-Postkarten: Schneller Versand, interaktive Gestaltung
- Augmented Reality: Postkarten mit digitalen Erweiterungen
- Personalisierte Druckservices: Online-Tools für individuelle Designs

## Nachhaltigkeit und Umweltbewusstsein

- Verwendung umweltfreundlicher Materialien
- Förderung regionaler Druckereien
- Initiativen für plastikfreie Verpackung

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## Fazit

Die Postkarte bleibt trotz aller Digitalisierung eine bedeutende und persönliche Form der Kommunikation. Sie verbindet kreative Gestaltung mit menschlicher Nähe und bietet eine einzigartige Möglichkeit, Gefühle, Erinnerungen und Grüße zu übermitteln. Ob als Sammlerobjekt, Reiseerinnerung oder persönliches Geschenk – die Gestaltung, Auswahl und der Versand von Postkarten sind Kunst für sich. Mit den richtigen Tipps und kreativen Ideen können Sie Ihre Postkarten zu kleinen Kunstwerken machen, die im Herzen der Empfänger bleiben.

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Abschließend: Egal, ob Sie nostalgisch sind, kreative Projekte lieben oder einfach nur Freunde und Familie überraschen möchten – eine sorgfältig gestaltete Postkarte ist mehr als nur ein Stück Papier. Sie ist ein Fenster zu Ihrer Persönlichkeit und ein kleiner Glücksmoment im Alltag.

## Postkarte

**postkarte:** American Holiday Postcards, 1905-1915 Daniel Gifford, 2013-08-29 In the early 20th century, postcards were one of the most important and popular expressions of holiday sentiment in American culture. Millions of such postcards circulated among networks of community and kin as part of a larger American postcard craze. However, their uses and meanings were far from universal. This book argues that holiday postcards circulated primarily among rural and small town, Northern, white women with Anglo-Saxon and Germanic heritages. Through analysis of a broad range of sources, Daniel Gifford recreates the history of postcards to account for these specific audiences, and reconsiders the postcard phenomenon as an image-based conversation among exclusive groups of Americans. A variety of narratives are thus revealed: the debates generated by the Country Life Movement; the empowering manifestations of the New Woman; the civic privileges of whiteness; and the role of emerging technologies. From Santa Claus to Easter bunnies, flag-waving turkeys to gun-toting cupids, holiday postcards at first seem to be amusing expressions of a halcyon past. Yet with knowledge of audience and historical conflicts, this book demonstrates how the postcard images reveal deep divides at the height of the Progressive Era.

**postkarte:** *Postcard America* Jeffrey L. Meikle, 2016-01-20 From the Great Depression through the early postwar years, any postcard sent in America was more than likely a "linen" card. Colorized in vivid, often exaggerated hues and printed on card stock embossed with a linen-like texture, linen postcards celebrated the American scene with views of majestic landscapes, modern cityscapes, roadside attractions, and other notable features. These colorful images portrayed the United States as shimmering with promise, quite unlike the black-and-white worlds of documentary photography

or Life magazine. Linen postcards were enormously popular, with close to a billion printed and sold. Postcard America offers the first comprehensive study of these cards and their cultural significance. Drawing on the production files of Curt Teich & Co. of Chicago, the originator of linen postcards, Jeffrey L. Meikle reveals how photographic views were transformed into colorized postcard images, often by means of manipulation—adding and deleting details or collaging bits and pieces from several photos. He presents two extensive portfolios of postcards—landscapes and cityscapes—that comprise a representative iconography of linen postcard views. For each image, Meikle explains the postcard's subject, describes aspects of its production, and places it in social and cultural contexts. In the concluding chapter, he shifts from historical interpretation to a contemporary viewpoint, considering nostalgia as a motive for collectors and others who are fascinated today by these striking images.

**postkart:** A History of Postcards Martin Willoughby, 1992

**postkart:** **Real Photo Postcard Guide** Robert Bogdan, Todd Weseloh, 2006-09-21 The Real Photo Postcard Guide is an informative, comprehensive, and practical treatment of this wildly popular American phenomenon that dominated the United States photographic market during the first third of the twentieth century. Robert Bogdan and Todd Weseloh draw on extensive research and observation to address all aspects of the photo postcard from its history, origin, and cultural significance to practical matters like dating, purchasing, condition, and preservation. Illustrated with over 350 exceptional photo postcards taken from archives and private collections across the country, the scope of the Real Photo Postcard Guide spans technical considerations of production, characteristics of superior images, collecting categories, and methods of research for dating photo postcards and investigating their photographers. In a broader sense, the authors show how real photo postcards document the social history of America. From family outings and workplace awards to lynchings and natural disasters, every image captures a moment of American cultural history from the society that generated them. Bogdan and Weseloh's book provides an admirable integration of informative text and compelling photographic illustrations. Collectors, archivists, photographers, photo historians, social scientists, and anyone interested in the visual documentation of America will find the Real Photo Postcard Guide indispensable.

**postkart:** *Postcards in the Library* Norman D. Stevens, 1995 Postcards in the Library gives compelling reasons why libraries should take a far more active and serious interest in establishing and maintaining postcard collections and in encouraging the use of these collections. It explains the nature and accessibility of existing postcard collections; techniques for acquiring, arranging, preserving, and handling collections; and ways to make researchers and patrons aware of these collections.

**postkart:** **Picturing Illinois** John A. Jakle, Keith A. Sculle, 2012-09-15 The American picture postcard debuted around the start of the twentieth century, creating an enthusiasm for sending and collecting postcard art that continued for decades. As a form of popular culture, scenic postcards strongly influenced how Americans conceptualized both faraway and nearby places through portrayals of landscapes, buildings, and historic sites. In this gloriously illustrated history of the picture postcard in Illinois, John A. Jakle and Keith A. Sculle study a rich and diverse set of images that chronicle what Illinoisans considered attractive, intriguing, and memorable. They also discuss how messages written on postcards reveal the sender's personal interpretation of local geography and scenery. The most popularly depicted destination was Chicago, America's great boomtown. Its portraits are especially varied, showing off its high-rise architecture, its teeming avenues, and the vitality of its marketplaces and even slaughterhouses. Postcards featuring downstate locales, however, elaborated and reinforced stereotypes that divided the state, portraying the rest of Illinois as the counterpoint to Chicago's urban bustle. Scores of cards from Springfield, Peoria, Bloomington-Normal, Urbana-Champaign, Quincy, and Vandalia emphasize wide-open prairies, modest civic edifices, and folksy charm. The sense of dichotomy between Chicago and the rest of Illinois was, of course, a substantial fallacy, since the city's very prosperity depended upon the entire state's fertile farmlands, natural resources, and small industries. Jakle and Sculle follow this

dialogue between urban Chicago and rural downstate as it is illustrated on two hundred vintage postcards, observing both their common conventions and their variety. They also discuss the advances in printing technology in the early 1900s that made mass appeal possible. Providing rich historical and geographical context, *Picturing Illinois: Twentieth-Century Postcard Art from Chicago to Cairo* illustrates the picture postcard's significance in American popular culture and the unique ways in which Illinoisans pictured their world.

**postkart:** Cape May in Vintage Postcards Don Pocher, Pat Pocher, 1998-06 When the twentieth century was young, visitors to Cape May knew exactly how to show the folks back home the attractions, accommodations, and ambiance of the Nation's Oldest Seaside Resort: they sent a penny postcard. Publishers such as local entrepreneur Joseph K. Hand provided a vast choice of views, capturing white sands crowded with colorful tents and wool-suited bathers or beachfront hotels such as the Stockton, Lafayette, and Congress Hall. Popular postcards depicted amusement centers and nearby diversions: the Casino, Red Mill, Corinthian Yacht Club, Fun Factory, Convention Hall, and Cape May Point Lighthouse. Reprinted Victorian views of hotels destroyed by fire served as reminders of the resort's glory days. Real-photo cards chronicled newsworthy events including the creation of the harbor, construction of the huge Hotel Cape May, and the 1907 fire at the Iron Pier.

**postkart:** Postcards of the Night John A. Jakle, 2003 Illustrated with eighty vintage city postcards made between the turn of the twentieth century and through the 1970's (with the emphasis on the first four decades), historical geographer, John A. Jakle turns his attention to early-twentieth-century nocturnal views of America's cities and to the role of the picture postcard in popular culture. 'Postcard images', the author writes, offered important visual 'fixes' -- mental templates for visualising cities -- the vista of a downtown street at night, or a bird's eye view of a vividly lit downtown, or the dramatic lighting of monuments and other architectural landmarks. As a result, the popularity and proliferation of the penny postcard influenced how Americans thought about cities as landscape displays.

**postkart:** South Dakota, 1900-1930, in Vintage Postcards Richard L. Popp, 2001 Postcards provide an easy way to go back in time to the early days of South Dakota, to see what the place looked like, to catch a glimpse of how people saw themselves, to begin to understand what has changed and what remains constant. This is the first book to focus entirely on historical postcards from South Dakota, including images from more than 50 counties and 100 different communities. The book also explores how postcard images helped create and perpetuate myths about the Wild West, and how South Dakotans accepted and adapted those myths. Included are scenes of farming, ranching, industry, and small-town life from the early-1900s. While postcards pictured busy streets, town festivals, and new civic improvements, they also captured periodic disasters-natural and man made. Postcards show the development of important tourist sites from their earliest years, including the Black Hills, Badlands, Corn Palace and Mount Rushmore. Residents and tourists alike will enjoy seeing South Dakota before interstates and billboards took over.

**postkart:** Letters, Postcards, Email Esther Milne, 2012-02-27 In this original study, Milne moves between close readings of letters, postcards and emails, and investigations of the material, technological infrastructures of these forms, to answer the question: How does presence function as an aesthetic and rhetorical strategy within networked communication practices? As her work reveals, the relation between old and new communication systems is more complex than allowed in much contemporary media theory. Although the correspondents of letters, postcards and emails are not, usually, present to one another as they write and read their exchanges, this does not necessarily inhibit affective communication. Indeed, this study demonstrates how physical absence may, in some instances, provide correspondents with intense intimacy and a spiritual, almost telepathic, sense of the other's presence. While corresponding by letter, postcard or email, readers construe an imaginary, incorporeal body for their correspondents that, in turn, reworks their interlocutor's self-presentation. In this regard the fantasy of presence reveals a key paradox of cultural communication, namely that material signifiers can be used to produce the experience of incorporeal presence.

**postkart: Postcards from the Baja California Border** Daniel D. Arreola, 2021-10-05

Postcards have a magical pull. They allow us to see the past through charming relics that allow us to travel back in time. Daniel D. Arreola's *Postcards from the Baja California Border* offers a window into the historical and geographical past of storied Mexican border communities. Once-popular tourist destinations from the 1900s through the 1950s, the border communities explored in *Postcards from the Baja California Border* used to be filled with revelers, cabarets, curio shops, and more. The postcards in this book show the bright and dynamic past of California's borderlands while diving deep into the historic and geographic significance of the imagery found on the postcards. This form of place study calls attention to how we can see a past through a serial view of places, by the nature of repetition, and the photographing of the same place over and over again. Arreola draws our focus to townscapes, or built landscapes, of four border towns—Tijuana, Mexicali, Tecate, and Algodones—during the first half of the twentieth century. With an emphasis on the tourist's view of these places, this book creates a vivid picture of what life was like for tourists and residents of these towns in the early and mid-twentieth century. *Postcards from the Baja California Border* is a rich and fascinating experience, one that takes you on a time-travel journey through border town histories and geographies while celebrating the visual intrigue of postcards.

**postkart: *Postcards of Our Time: Impressions of American Life*** Pasquale De Marco, 2025-07-25

Postcards have been a part of American life for over a century, and they offer a unique glimpse into the history and culture of the United States. This book explores the impact of postcards on American culture and society, from their humble beginnings to their widespread popularity. The first chapter of the book provides a brief overview of the history of the postcard, from its origins in the 19th century to its widespread popularity in the early 20th century. The subsequent chapters explore the different ways that postcards have been used to reflect American culture and society. One chapter examines the role of postcards in promoting tourism and travel, while another looks at the way postcards have been used to document major historical events. The book also explores the personal side of postcards, examining the way that people have used them to stay connected with friends and family. One chapter looks at the role of postcards in wartime, while another examines the way postcards have been used to commemorate personal milestones, such as birthdays, weddings, and anniversaries. The final chapter of the book looks at the future of postcards in the digital age. With the rise of email and social media, the postcard has faced new challenges. However, the postcard has proven to be a resilient medium, and it continues to be used by people around the world to share messages and images. This book is a comprehensive look at the history and impact of the postcard in the United States. It is a valuable resource for anyone interested in American culture and history, as well as for collectors of postcards. If you like this book, write a review!

**postkart: Postcards from the Chihuahua Border** Daniel D. Arreola, 2019-10-29

Just a trolley ride from El Paso, Ciudad Juárez was a popular destination in the early 1900s. Enticing and exciting, tourists descended on this and other Mexican border towns to browse curio shops, dine and dance, attend bullfights, and perhaps escape Prohibition America. In *Postcards from the Chihuahua Border* Daniel D. Arreola captures the exhilaration of places in time, taking us back to Mexico's northern border towns of Ciudad Juárez, Ojinaga, and Palomas in the early twentieth century. Drawing on more than three decades of archival work, Arreola uses postcards and maps to unveil the history of these towns along west Texas's and New Mexico's southern borders. Postcards offer a special kind of visual evidence. Arreola's collection of imagery and commentary about them shows us singular places, enriching our understandings of history and the history of change in Chihuahua. No one postcard tells the entire story. But image after image offers a collected view and insight into changing perceptions. Arreola's geography of place looks both inward and outward. We see what tourists see, while at the same time gaining insight about what postcard photographers and postcard publishers wanted to be seen and perceived about these border communities. *Postcards from the Chihuahua Border* is a colorful and dynamic visual history. It invites the reader to time travel, to revisit another era—the first half of the last century—when these border towns were framed and made popular through picture postcards.

**postkart: Postcards from the Sonora Border** Daniel D. Arreola, 2017-02-21 Postcards from the Sonora Border: Visualizing Place through a Popular Lens, 1900s-1950s examines the urban landscapes of Mexican border cities through picture postcards. This volume aims to capture the evolution of Sonora border towns over time, and create a sense of visual time travel for the reader by relying on Arreola's personal collection of postcards--Provided by publisher.

**postkart: Paris Postcards** Leonard Pitt, 2016-02-15 A unique slice of life in the Golden Age of Paris, the City of Light, in this illuminating volume of collected postcards.

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