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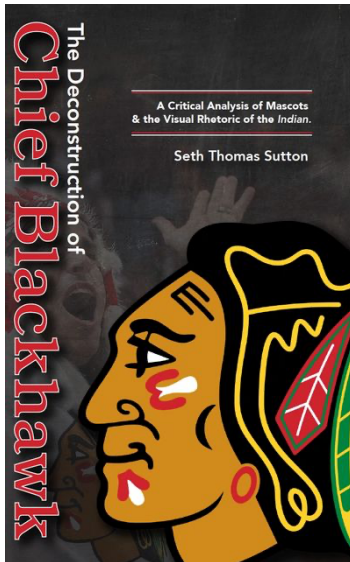
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Press Release

November 2021

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FOR IMMEDIATE RELEASE.



*The Deconstruction of Chief Blackhawk: A Critical Analysis of Mascots & The Visual Rhetoric of the Indian.*

by Seth Thomas Sutton.

*The Deconstruction of Chief Blackhawk: A Critical Analysis of Mascots & The Visual Rhetoric of the Indian*, a new monograph by Professor Seth Thomas Sutton, published by Big Thicket Publishing in 2021.

"*The Deconstruction of Chief Blackhawk: A Critical Analysis of Mascots & The Visual Rhetoric of the Indian* is a qualitative critical analysis of the National Hockey League's Chicago Blackhawks' mascot, *Chief Blackhawk*. Through a decolonizing deconstruction of various Indigenous stereotypes, this book examines the ethical and moral consequences of the continued use of disparaging Indigenous imagery for professional sports mascots, dominant White society's reliance on the *Indian* as the measure of American identity, and the ramifications of colonial control of Indigenous agency, thereby justifying Westward expansion. It also serves as an insightful resource for researchers, scholars, and educators interested in visual, critical, and cultural studies."

**Seth Thomas Sutton**

Seth Thomas Sutton is an **Emmy nominated** Métis artist, scholar, author, and social activist. He is currently Professor and Chair of the Arts & Humanities Department at Montcalm Community College, in Sidney, Michigan, where he lectures on cultural criticism, postcolonialism, critical race theory, Tribal sovereignty, Indigenous art & activism, visual arts, art history, anthropology, sociology, visual rhetoric, and more.

Seth is also council member on the Native American Advisory Council at Grand Valley State University in Grand Rapids, Michigan, as well as a member of several other Indigenous centered educational groups throughout the United States and Canada. In

2017 Seth was involved in a collaborative documentary film project for WGVU, a Grand Rapids PBS affiliate, and was nominated for an **Emmy Award** for their full-length film, [wiinwaa niizhaasing](#) (We the 7th). Then again in 2021, their four-part documentary series, [Shaping Narratives](#) was nominated for two **Emmy Awards**.

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RETAIL PRICE: \$26.95 | CATEGORY: Social Science, Indigenous Studies, Visual & Critical Studies

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