

Beyond Black: Celebrity And Race In Obama's America - Ellis Cashmore

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Beyond Black is Ellis Cashmore's compelling appraisal of the impact of black celebrities on the cultural landscape of contemporary America. In recent years a new variety of African American celebrity has emerged: acquisitive, ambitious, flamboyantly successful and individualistic - more interested in channelling their energy into career development than into the political struggles that animated some of their predecessors. Bill Cosby and Oprah Winfrey were early examples; current A-listers include Beyoncé and Tiger Woods. The most valuable product these celebrities sell, according to Cashmore, is a particular conception of America: as a nation where racism has been - if not banished - rendered insignificant. Jargon-free but with scholarly attention to theory, evidence and logic, this is a riveting account of contemporary American society, from the minstrel shows of the nineteenth century, through the Hollywood film industry of the 1930s, to today's hip-hop culture. Author: Cashmore, Ellis Publisher: Bloomsbury Academic Illustration: N Language: ENG Title: Beyond Black: Celebrity and Race in Obama's America Pages: 00000 (Encrypted EPUB) / 00176 (Encrypted PDF) On Sale: 2012-08-02 SKU-13/ISBN: 9781780931494 Category: Social Science : Sociology - General

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