

Frederick W. Gooding, Jr.

In Living Color: Hollywood's Relationship with Race

ABSTRACT

Is racism dead? Or is it alive in living color? Join us as we take an in-depth look at the global and pervasive influence of Hollywood by parsing out the complex web of historical, institutional and financial factors that influence the portrayal of race in contemporary media. We will also dialogue about how these very same image patterns can be seen in our daily affairs outside of the movie theater. We thus consider whether the essence of these patterns from Hollywood's past continue today, albeit in a different form. This is the report Hollywood does not want you to see!

BIO

Dr. Frederick W. Gooding, Jr. is an Assistant Professor within the Ethnic Studies Program at Northern Arizona University in Flagstaff, AZ. A trained historian, Gooding most effectively analyzes contemporary mainstream media with a careful eye for persistent patterns along racial lines that appear benign but indeed have problematic historical roots. Gooding's most well-known work thus far is "You Mean, There's RACE in My Movie? The Complete Guide to Understanding Race in Mainstream Hollywood," which critically analyzes the value and impact of contemporary racial imagery based upon historical narratives of sex, power and violence.