Record Nr. UNINA9910962447103321 Autore McElya Micki <1972-> Titolo Clinging to mammy: the faithful slave in twentieth-century America // Micki McElya Pubbl/distr/stampa Cambridge, Mass., : Harvard University Press, 2007 **ISBN** 9780674265967 0674265963 9780674040793 0674040791 Edizione [1st ed.] Descrizione fisica 1 online resource (335 p.) Disciplina 306.3/620820973 Soggetti African American women in popular culture - History - 20th century African Americans in popular culture - History - 20th century Enslaved women - United States - History Slavery - United States - History African American women - History Racism in popular culture - United States - History - 20th century Stereotypes (Social psychology) - United States Stereotypes (Social psychology) in advertising - United States United States Race relations History 20th century Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Bibliographic Level Mode of Issuance: Monograph Nota di bibliografia Includes bibliographical references (p. [261]-304) and index. Nota di contenuto Frontmatter -- CONTENTS -- ILLUSTRATIONS -- INTRODUCTION: THE FAITHFUL SLAVE -- 1. THE LIFE OF "AUNT JEMIMA" -- 2. ANXIOUS PERFORMANCES -- 3. THE LINE BETWEEN MOTHER AND MAMMY -- 4. MONUMENTAL POWER -- 5. THE VIOLENCE OF AFFECTION -- 6. CONFRONTING THE MAMMY PROBLEM -- EPILOGUE: RECASTING THE FAITHFUL SLAVE -- NOTES -- ACKNOWLEDGMENTS -- INDEX Sommario/riassunto Loving, hating, pitying, or pining for mammy became a way for Americans to make sense of shifting economic, social, and racial realities. Assertions of black contentment with servitude alleviated

white fears while reinforcing racial hierarchy. McElya's stories expose the power and reach of this myth, not only in advertising, films, and

literature about the South, but also in national monument proposals, child custody cases, New Negro activism, anti-lynching campaigns, and the civil rights movement.