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Nota di contenuto	Chapter 1. Introduction - "I sell entertainment" --chapter 2. Sideshows and carnival barkers --chapter 3. Obama believes in Obama --chapter 4. If Oprah can make it, what does it say about me? --chapter 5. A black family that TV hadn't seen before --chapter 6. Please be black, Michael
Sommario/riassunto	"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 Beyonce 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."--Bloomsbury Publishing.