



Representing: Hip Hop Culture and the Production of Black Cinema

By S. Craig Watkins

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In this engaging and provocative book, S. Craig Watkins examines two of the most important developments in the recent history of black cinema—the ascendancy of Spike Lee and the proliferation of "ghettocentric films." *Representing* explores a distinct contradiction in American society: at the same time that black youth have become the targets of a fierce racial backlash, their popular expressive cultures have become highly visible and commercially viable.

"Watkins is at his most sophisticated and persuasive when he explains the surprising success of hyper-talented, entrepreneurial, and energetic black artists."—Archon Fung, *Boston Book Review*

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Editorial Review

From the Inside Flap

In this engaging and provocative book, S. Craig Watkins examines two of the most important developments in the recent history of black cinema -- the ascendancy of Spike Lee and the proliferation of "ghettocentric films" like Boyz N the Hood and Menace II Society. Representing explores a distinct contradiction in American society: at the same time that black youth have become the targets of a fierce racial backlash against crime, drugs, affirmative action, and rap music, their popular expressive cultures have become highly visible and commercially viable.

Further, Watkins considers the imprint of black youth on the landscape of black filmmaking. He asks: after decades of neglect, why did the film industry suddenly develop a heightened interest in black cinema? Watkins shows how the black film wave was driven by several factors -- the transformation of the popular film industry; a reinvigorated independent filmmaking niche; the cross-marketing of music, video, and film; a burgeoning hip hop consumer culture; and historically specific struggles over the meanings and representations of "blackness" in American culture. He contends that despite social and economic marginalization, black youth have gained unprecedented access to the popular media and continue to influence not only black popular culture but the broader U.S. popular culture scene as well.

Representing offers a fascinating look at commercial culture and shows how and why it has become a crucial site for black American youth as they struggle to make their everyday lives more empowering, rewarding, and pleasurable in the face of formidable disadvantages.

Users Review

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Dorothy Byers:

Playing with family inside a park, coming to see the coastal world or hanging out with close friends is thing that usually you could have done when you have spare time, after that why you don't try factor that really opposite from that. A single activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Representing: Hip Hop Culture and the Production of Black Cinema, it is possible to enjoy both. It is very good combination right, you still wish to miss it? What kind of hang-out type is it? Oh come on its mind hangout people. What? Still don't understand it, oh come on its called reading friends.

Bill Kelly:

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Phyllis Force:

This Representing: Hip Hop Culture and the Production of Black Cinema is completely new way for you who has intense curiosity to look for some information because it relief your hunger of information. Getting deeper you onto it getting knowledge more you know otherwise you who still having tiny amount of digest in reading this Representing: Hip Hop Culture and the Production of Black Cinema can be the light food for you personally because the information inside this specific book is easy to get by means of anyone. These books develop itself in the form which can be reachable by anyone, yeah I mean in the e-book type. People who think that in publication form make them feel sleepy even dizzy this reserve is the answer. So there isn't any in reading a guide especially this one. You can find actually looking for. It should be here for an individual. So , don't miss the item! Just read this e-book type for your better life in addition to knowledge.

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