

Review

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Article Review Primary Argument/Thesis The argues that for nearly a quarter century, NAACP (National Association for the Advancement of Colored People) has stood against the pejorative stereotyping within the movie industry but with little success. This has been largely attributed to attempts by a particular individual or a group to represent a bloc of people who deserve to participate in actions that will ultimately affect their livelihoods. Walter White is an example of an individual who attempted such an action but faced severe consequences. The author attempts to compare actions of both the old and the new NAACP Hollywood bureau and cautions the new bureau against the consequences faced by the old bureau. According to the author, Walter White’s attempts serve as the lessons of history to the pioneers of the new NAACP Hollywood bureau (Cripps 116).

Evidence Given By the Author to Defend and/or Prove the Argument/Thesis

The author indicates that both agencies (the old and the new bureau) shared a common purpose (that is, to influence the moviemaking field at its starting place), however, their tactics were different because their assaults began at different times. NAACP led by White was an alien force originating from the East that attempted to lay siege on Hollywood because its entire institutional foundation “ served to deny African American life and culture a place on the screen, save for a caricature inherited from history” (Cripps 116). The present NAACP bureau is equated to a coalition of black elements of craft guilds and studio arts that seek to improve the rewards of membership. In other words, the aim of the association is to penetrate Hollywood past studio crafts into commercial Hollywood (Cripps 116). Both bureaus have attempted to make the presence of African Americans felt in Hollywood. However, the tactics used by the old bureau presents major problems that the new bureau

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has to evade if it has to succeed. The voice of White only “ spoke to the situation of the studios themselves, and none spoke to the plight of the black actors” (Cripps 122). Thus, White was accused of threatening the livelihood of the African Americans and meddling in affairs that he barely understood.

Strengths of the Article

The article uses media imagery to illustrate its points. For instance, media imagery reveals the stalemate between NAACP and its allies about tactics that are acceptable. Walter White suggested the creation of an NAACP Hollywood bureau that was to stand against pejorative stereotyping of the African Americans in moviemaking. However, the liberal allies saw his move as suppression and the black actors accused him of trying to threaten their livelihoods and meddling in affairs he barely understood.

Weaknesses of the Article

The article fails to give more information concerning the failures of the current NAACP Hollywood bureau. Though the author cautions the new bureau of the old bureau failures, he does not offer solutions to the problems encountered. It is very clear that the tactics used by both bureaus are different and thus, problems faced in the past may or may not be applicable in the current situation.

Works Cited

Cripps, Thomas. “ Walter’s Thing”: The NAACP’s Hollywood Bureau of 1946 – A Cautionary Tale.” *Journal of Popular Film and Television* 33. 2 (2005): 116-25. Print.