

The influence of pop-culture on racism

We exist in the new-fashioned moment. Racist ideas have been normalized that they shape the ways people think of race. With media, be it through music, movies, or social media platforms, comes the possibility of challenging these harmful, racist, stereotypes as potentially worsening them. Pop culture that brings diversity and inclusivity to all races, classes, and genders continues a fight against unfair treatment of people based on race, class, and gender. The changes in culture show that the important fight about racism will continue in many different areas of society.

Initially, popular culture has a massive influence on racism. According to an article published by BBC in 2020, racism is “behaving differently to another person based on the colour of their skin or culture”. How different racial groups are seen and how they are represented. This can either make the racial group feel known or create many stereotypes about the race. Although popular culture is portrayed to be one of the biggest things that brings together all racial groups. It can also be one of the greatest things that is responsible to make all racial groups feel included.

In addition, popular culture is not necessarily based on what different races/ cultures seem to be interested in. In an article named 'A critical analysis of pop culture and the media', released in the year 2022, the authors (Shanawer Rafique, Mohsin Hassan Khan and Hira Bilal) stated that “...everything that is produced, used, consumed, watched, and followed by common masses at a large scale is called pop culture”. Popular culture is based on individuals who share the same interest. Although an individual's interest may be influenced by their race. Popular culture brings everyone together regardless of where they come from.

Subsequently, popular culture and race are portrayed to be in close relation with one another. The one influence the other, as so does the other influence the one. This correlation can be seen in the media, on a website, social media platform or the internet. Where individuals will come together and converse about what they all enjoy.

Additionally, media representation and diversity promote inclusiveness and fairness in society. This allows more understanding about the race and

leads to a stronger sense of belonging and inclusion. This is crucial for a healthy society. An example would be the movie Black Panther, which strongly represents the black race. It was directed by Ryan Coogler and released in 2018 on the 16th of February. This movie was known for its portrayal of the diversity between characters and themes it holds. Themes of cultural identity, heritage, and belonging of the black race.

Moreover, as much as popular culture is great in educating individuals about different racial groups it also has a negative side. Sometimes stereotypical portrayals can reinforce misconceptions about a racial group. Such as when a certain racial group is often cast in villainous roles. This to some individuals can be seen as racist.

Commonly, music is often considered a key aspect of popular culture. It brings people together through concerts and social media. Some music is created to reflect cultural values and trends, capturing the essence of society. However, when music becomes commercialized, its original message can change or get lost when it reaches a certain audience. Occasionally, the message can also be amplified and reach the targeted audience.

Nevertheless, popular culture can be a platform for sharing and appreciating diverse cultural traditions and practices such as the global representation of K-pop. K-pop (Korean pop music) is the south Korean culture to a world-wide audience. K-pop is famous for its appealing songs, complex dance moves, and eye-catching music videos.

Similarly, in America, artists like Tupac Shakur have used their music to talk about racism and social injustice, raising awareness and bringing people together. Tupac Shakur's song "Changes" is one of his most famous songs that talks about racism and unfair treatment. In "Changes," Tupac speaks about the problems Black communities face, like being treated unfairly, and the need for change in society. Most of the time, artists use their platforms to speak out against racism and speak for social change, both within Africa and globally.

Furthermore, social media have become a powerful tool in shaping public discussions about racism. Platforms like TikTok allow people to share information quickly. Social media also creates a sense of community when people share subjective experiences. By using hashtags like

#BlackLivesMatter, more attention is brought to these racial issues. However, as much as social media can be a positive thing to use. It can also be the spread of racism. The platforms that were created to keep people in contact can be the same place where people share racist content. Some social media platforms allow people to appear as anonymous, this giving them the thought that nobody will ever know who they are, so they feel free to distribute racist content that will create a racist environment on the platform.

Typically, TV shows like “Black-Ish” help viewers understand and empathize with people from different races, fighting against old stereotypes. They portray these scenes in a more realistic and positive view to the audience. Similarly, the show “Trial 4” on Netflix is based on a true story. It follows Sean Ellis, a Black man who was wrongly convicted of murder. The series highlights problems in the justice system and the emotional challenges Black individuals face.

In conclusion, pop culture challenges racial stereotypes as well being able to defend them. How race is perceived can be influenced by media representation, music, movies, and social media. Promoting diversity and inclusivity in popular culture is essential to the fight against racism. It can educate and inspire empathy, hopefully helping people to recognize each other's struggles as their own. It is also crucial to consider the ways that racism lives on through pop culture. Whether it be in exclusion, exploitation, or misrepresentation. The nature of the relationship between popular culture and racism is evolving around the media. Popular culture remains a battleground for racial issues as society strives to address issues of race and injustice, all part of the ongoing effort to achieve racial equality.