



# The Black Culture Industry

*Ellis Cashmore*

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## **The Black Culture Industry** Ellis Cashmore

Cashmore's controversial study argues that black culture has been converted into a commodity, usually in the interests of white owned corporations. Using detailed studies of the marketing of Motown, Michael Jackson and the Artist Formerly Known as Prince, Cashmore suggests that inflating the significance of this commodified 'black culture' may actually be counter-productive in the struggle for racial justice.

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