Understanding and Interrogating Dominant Culture
Unit by Friendship Public Charter School team,
part of the 2021 cohort of *The 1619 Project* Education Network
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Cultural appropriation in the creative industry and Gucci's 'blackface' jumper and major fashion controversies are videos that provide examples of when there have been accusations of cultural appropriation in the fashion industry. Deon Cole On fashion's blackface problem (start at: 50) is from an interview on Conan O'Brien's show.

Cultural Appropriations in the Creative Industry

1. What are some examples of cultural appropriation used by models and the fashion industry through advertisements that the video shows?

2. How have artists like Elvis Presley been accused of cultural appropriation?

3. Do you think that cultural appropriation is different from cultural appreciation? If so, how can you describe the difference?

4. What are some examples that the video offers up of cultural appreciation? What do fashion designers and artists do differently in these examples that result in them not being accused of appropriation?

Gucci's Blackface' Jumper and Major Fashion Controversies

1. Select two to three fashion products or advertisements that were highlighted in the video. Do you feel that these examples were culturally and racially insensitive? Racist?

2. Are you surprised that products and advertisements like the ones featured in the video are still made today? Why or why not?

3. What impact do you think the promotion and marketing of products and advertisements like these have on society and people?

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4. What, if anything, do you think needs to be done to stop products and advertisements like these from being made?

Deon Cole On Fashion's Blackface Problem

1. While he is (sorta) joking, what simple recommendation does Deon Cole have for fashion companies that will end their creation and promotion of racist products?

2. Extend his idea - do you think this is an important recommendation? Can you think of any other specific businesses or parts of society that need to do the same? Why?

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