White VS Black is the Greatest Story Ever Sold

Dear White People: If you watch the movie, ‘Dear White People’, and you find yourself confused on the overarching theme or motive of the movie, don’t feel bad or guilty.

Let me start off by saying this isn’t a review of said movie, nor is this a critique on race relations described in said movie. This is written to gain perspective on the capitalization of not-so-common sense.

We shall begin on how the brain works in regards to misinformation appropriated through perception. The following three questions will be processed the same in your brain to develop and answer:

1. In one calendar year, do more apples grow than oranges?
2. Are there more words that start with a ‘T’ as the second letter or the third letter?
3. Which race has more “Jordan” branded athletic shoes, Indian Americans or Filipino Americans?

In each of these scenarios, your brain is being asked to construct an answer without adequate data to support your conclusion. Because a tangible numerical query and analysis is not available, the information your brain is forced to rely on is personal experience, i.e. (Have I seen more apples or oranges in the past year? Limited to my own lexicon, education and diction, how many words do I know that have the letter ‘T’ as the second letter? Last time I’ve seen and Indian or Filipino American, what kind of shoes did they have on?). Statistically, you have a 50/50 chance of being right on either of these questions with a relative guess. The reality is that, you really have a higher probability of being wrong because most are not equipped with the tools to answer these questions with confidence. To collaborate and act on this misinformation, in regards to race relations, is how you develop, ‘stereotypes’.

To add to this, I will now describe the power of majority in constructing a democratic society. Let’s continue to work with hypothetical. Let’s say there is a group of 5 people who want to go to an amusement park. Four want to ride roller coasters, and “Bob” wants to play carnival games because the rollercoaster makes him sick. In order for the four to ride the rollercoaster, they don’t need the permission or cooperation of Bob so they don’t have to adhere to his concerns (i.e. the needs of the majority outweigh the needs of the minority). If forced to adhere they will, but that doesn’t imply they **want** to. The **want** isn’t there because if not for outside influence, the majority could exile the minority based solely on conflicting ideals. How it related to constructing a society, the majority’s ideals and aspirations are law, so in order to succeed, or at least be included in the conversation, the minority must appropriate their actions to navigate said law, even if they don’t agree, or face adverse punishment. Over time, the majority would become unaware of said laws as they appeal to their natural disposition, while the minority doesn’t have this luxury, as they are constantly reminded of their compromise

Lastly, I will describe the idea of “duty of care” (to act with best intension towards all that will be affected by said product) in regards to exploiting race relations for capital gain. Using the former paragraphs; how does one benefit from perpetuating and displaying these inequalities? There is an old adage that, “Good news doesn’t sell.” Friction and kinetic energy create fire. Controversy, dissonance and opposing ideas are what generate the most buzz in regards to human interest and buzz generates cash. Indifference, doesn’t generate buzz or cash and what are Americans more not indifferent about than the history between Caucasians and Blacks? History books, media (both visual and sonically) are littered with examples of this continuing conflict at an almost unbearable pace. Still, the preverbal rock has to be thrown in the calm water to cause a ripple. The question is, who are the rock throwers, and what do they gain from causing these same ripples? Or more importantly what if the rock was thrown towards Caucasians VS Mexican Americans, or Native American – if discrimination towards a minority groups is the same in concept, would it generate the same amount of controversy and cash as against Blacks? Statistics prove that in the United States, Mexican Americans outnumber Blacks, so the demographic pool is larger. If the conflict between Blacks and Caucasians has repeatedly been touched, why wasn’t a nationwide movie made in honor of the Mexican struggles against popular society? Is it Blacks just have a better story, or is it we are more familiar with this dichotomy making it easier and more palatable to sell?

With all that being said, honestly I enjoyed the movie for what it is; which is an attempt to balance the content in popular media. Moving forward, I leave you with these questions; What do you do now? Is this a distraction, revolutionary, or consumerism? Can’t we all just, get along and act with the best intentions towards each other as Americans of all races?