Stop Where You are – social & political context

1. Shows the **changing face of Britain**.

2. Celebrates **multi-cultural and ethnic diversity**. There is a growing influence of mixed race, hybrid culture; (this involves a process of merging, borrowing, remixing, reinventing and blending: **cultural hybridity and convergence**). (**Intersectionality** – the blurring of racial, gender and social identities). **Postmodern mixing of high and low culture.**

3. Celebrates **female confidence**. Her clothes and actions suggest **empowerment**.

4. **It's a comment on the heartlessness, alienation, social division and deprivation of modern Britain. Calls for a new spirit of hope, tolerance and compassion to relieve the bleakness and despair.** The political dimension here is an implied criticism of Conservative austerity. Recent government policies have tended to downplay the funding of public services and care for the more vulnerable sections of UK communities. It preaches a message of the possibility of ending social exclusion & deprivation by reaching out to the angry and unfortunate members of society in a spirit of hope, charity and compassion.

5. Celebrates **black culture and recognises its importance as a cultural trend**. Shows the importance of musical **hybridity** and the influence of urban black culture on British society. (Look at areas beyond music such as language, art and fashion)

6. Provides an **alternative view of Britain** to the rosy, stereotyped, old-fashioned (racist and xenophobic) attitudes represented by papers like The Mail and The Telegraph (who use **scapegoating** to advocate a right-wing agenda: **Moral panics**, anti-immigration, us v them, protection of privilege). Acknowledges the **dominance of a dynamic urban diversity** over rigid (fixed) traditional rural white English class structures.

7. Marks an **end to feelings of 'victimhood'**: overturning feelings of social exclusion, discrimination and isolation felt by black and minority communities; celebrates a new self-awareness and pride; no longer accepting the inferior status of victims. Communicates a sense of **empowerment** and self-esteem. (**post –colonial confidence**).

8. **White working class** is identified as the problem underclass. Previously it was the black and Asian communities who were associated with deprivation, poverty and underachievement.

Learning – use the prompts in the column below to help you recreate the main points on the previous page – try to use your own words

HEADLINES	LONGER EXPLANATION The video shows, accentuates/reinforces, highlights, underlines, proves, suggests, points to, indicates, connotes
1) UK is changing 2) Multi-cultural, ethnic diversity; hybridity & postmodern mixing of high & low culture 3) Female empowerment 4) Compassion overcomes alienation and despair. 5) Cultural dominance black values 6) Contradicts the stereotyped idyllic view of a traditional upper-class dominated UK 7) End of connotations of blacks with victim status 8) Problem of white working class.	1 2 3 4 5 6 7 8