



The Black Studies Group & the Intersectionality Research Hub proudly present

Dr. Boulou Ebanda de B'éri

**The Politics of Belonging: Policed Blackness
in "Intercultural" Québec Mass Media Representations**

November 20, 2018

6 p.m.

John Molson Building

1450 Guy St, Concordia University

Room 3.130



Dr. Boulou Ebanda de B'éri is the Founding Director of the Audiovisual Media Lab for the studies of Cultures and Societies (AMLAC&S), a Full Professor of Media, Communication, and Cultural Studies at the University of Ottawa's Department of Communication and member of the Faculty of Graduate and Postdoctoral Studies.

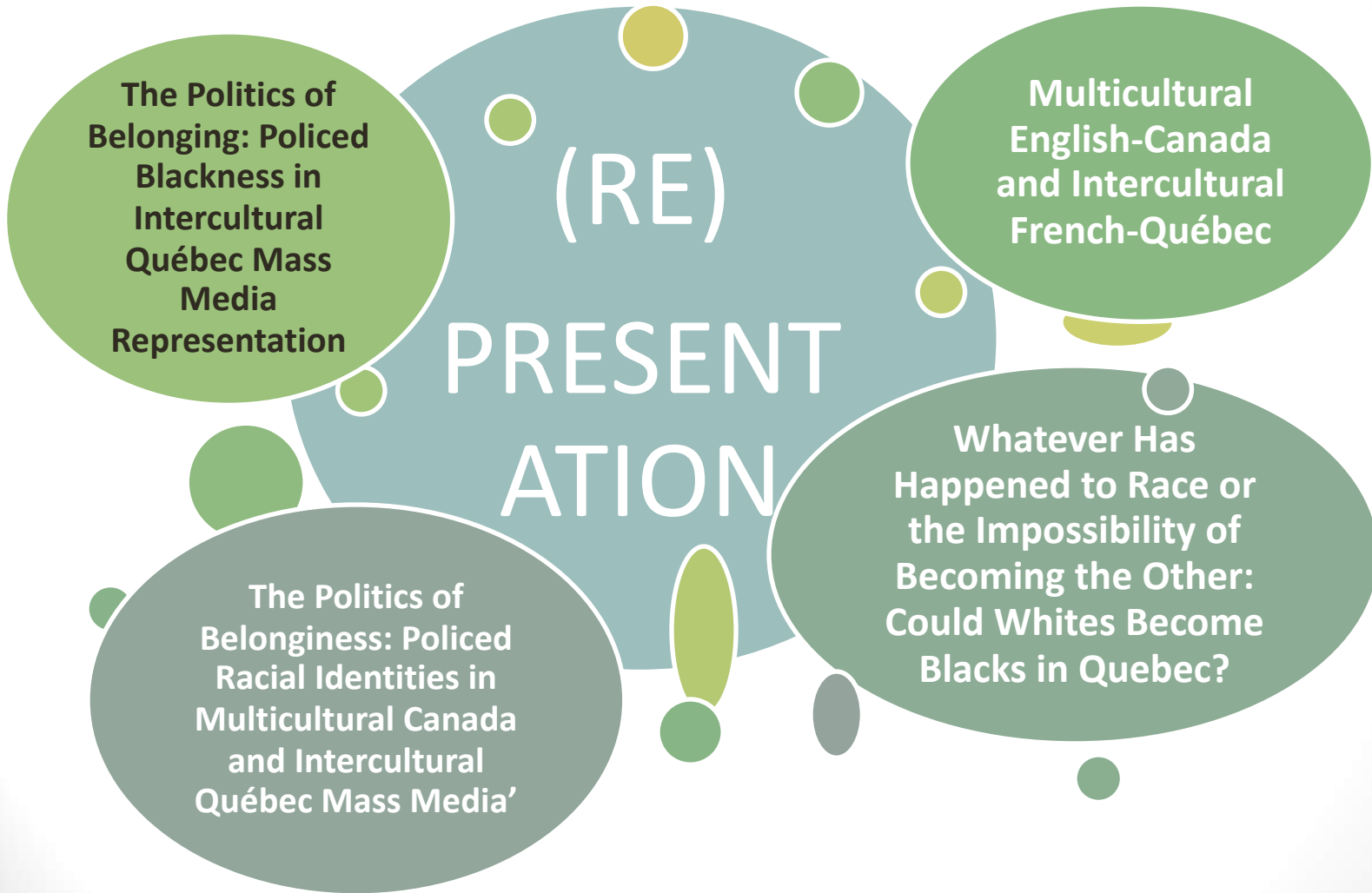


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**The Black Studies Group,
The Intersectionality Research Hub,
The Department of Communication, and
Concordia University**

this could have as well been about...



Introduction: Guiding Statement

“Don’t fool yourself that [the culture wars] is some superstructural, marginal question. At the center of this is the question of who belong, who has access to transmission belt through which Britishness, Englishness [but as equally Canadianess, Frenchness, Africaness] is carried and can be inculcated. And who doesn’t belong.” (Hall, 1997, p. 298)

“For very complex reasons, a sort of racist ‘common sense’ has become pervasive in our society. And the media frequently work from this common sense, taking it as their base-line without questioning it. We need, urgently, to consider ways in which ... we can also begin to construct an anti-racist common sense.” (Hall, 1990, p. 8)

Tonight Talk Focuses On:

a

- **Canada's RACIAL Diversity Today**

b

- **Québec RACIAL/CULTURAL Tensions**

c

- **The IMPOSSIBLE Politics of Becoming**

d

- **Whatever Has Happened to Race in Québec**

On Diversity!

- Representation and the binary game of gender (M/F)
- Representation and the Game of Power(less)
- **Diversity in Number: CBC-Radio Canada (2015-2018)**
- <http://www.cbc.radio-canada.ca/files/cbcrc/page/rendre-comptes-canadiens/tableaux-1-2-cbc-radio-canada.html>
- <http://www.cbc.radio-canada.ca/files/cbcrc/page/rendre-comptes-canadiens/tableaux-1-2-cbc-radio-canada.html>

Radio Canada / CBC

BOARD OF DIRECTORS

SENIOR EXECUTIVE TEAM



MICHAEL GOLDBLOOM

*CHAIRMAN OF THE BOARD
PRINCIPAL AND VICE-CHANCELLOR,
LENNOXVILLE*

Michael Goldbloom was appointed to the Canada Board of Directors, on April 3, 2018.

He began his career as a labour lawyer and has significant experience in the role of Publisher for both the Toronto Star and the Ottawa Citizen, and the Ottawa Gazette from 1994 to 2001.

Mr. Goldbloom has been Principal and Vice-Chancellor since 2008. He previously served as the Vice-Chancellor of the University of Ottawa from 2001 to 2008.



Senior Executive Team

The Senior Executive Team (SET), led by the President and CEO, manages CBC/Radio-Canada's day-to-day operations. [View SET organizational chart](#)

BOARD OF DIRECTORS

SENIOR EXECUTIVE TEAM



CATHERINE TAIT

*PRESIDENT AND CEO
OTTAWA*

Catherine Tait was appointed President and CEO of CBC/Radio-Canada on April 3, 2018, for a five-year term. She began her mandate on July 3, 2018.

As President and CEO, Catherine Tait is responsible for overseeing the management of CBC/Radio-Canada to ensure that Canada's national public broadcaster can deliver on the various aspects of its mandate and continue to offer Canadians a broad spectrum of high quality programming that informs, enlightens and entertains, and that is created by, for and about Canadians.

Prior to her appointment, Catherine co-founded New York-based Duopoly Inc, an independent film, television and digital content company, which she led as President from 2002 to 2018. She also co-founded iThentic, a digital content company, in 2006 and Hollywood Suite in 2010, a broadcasting company in Canada. Catherine was also previously the President and COO of Salter Street Films from 1997 to 2001. She has experience working for the Government of Canada as Director and Cultural Attaché with the Canadian Cultural Centre in Paris from 2004 to 2006.



CANADA'S DIVERSITY IS INCREASING

- ▶ Younger = more diverse
- ▶ Urban = more diverse
- ▶ Gap between audience expectations and how we perform
- ▶ Digital and Social provide unique targeting opportunities but content needs to be compelling + reflect the audience

Foreign Born Population in Canada



Ethnocultural Diversity Population* in the most diverse Canadian Cities

Toronto 47.0% 51.4% ▲

Vancouver 45.2% 48.9% ▲

Calgary 28.1% 33.7% ▲

Montreal 19.4% 22.1% ▲

■ 2011 ■ 2016

*defined as "Visible Minority" by StatsCan

Interculturalité: Policing the Representation



**Who Belongs and
Who Doesn't !**

Whiteness Reciprocity

Identifiable Correspondences:
Shooting, Costume, Acting, Shape, Race... Discourse..



Whatever Has Happened to Race in Québec

Question: Is Québec *Interculturalité* a systemic erasure of the black?

Roland Barthes on Narrative Correspondances:

- From ING to Celebrix to Puralator, to Scotia Bank this replacement of Black Characters by White Characters is true, unambiguous!

Michel Foucault on Governing-mentalité

- Governmentality: procedural regime attempting to fix the truth

Stuart Hall on the Media's Ideology of Representation

- Cultural Politics of Difference: Production of particular of norms and sets of meaning (e.g., who belongs and who doesn't)

Interculturalité is about Representation

IS NOT MULTICULTURALISM



Concluding Statement: Back to the Beginning

Don't fool yourself that [the culture wars] is some superstructural, marginal question. At the center of this is the question of who belong, who has access to transmission belt through which Britishness, Englishness [but as equally Canadianess, Frenchness, Africaness] is carried and can be inculcated. And who doesn't belong.

(Hall, 1997, p. 298)

For very complex reasons, a sort of racist 'common sense' has become pervasive in our society. And the media frequently work from this common sense, taking it as their base-line without questioning it. We need, urgently, to consider ways in which... we can also begin to construct an anti-racist common sense.

(Hall, 1990, p. 8)

Don't get bamboozled: Representation matters, it would still matter, whatever happened to race... We thus imperatively need to re-center the politics of racial representation in our analyses.

(Boulou Ebanda de B'éri, 2018)

MANY MANY THANKS INDEED!!!

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