

## **Analyzing the Representations of Afro-Peruvians in National TV Comedy Shows: The Construction of Parody and the Contradictory Responses to Afro-Peruvian TV Characters**

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**Abstract :** Media is believed to be the reflection of Peruvian society. However, the context in which media content is generated not always respond to an accurate representation of its cultural diversity, since many of the contents portray images of cultural minorities (indigenous and Afro-Peruvian) that contribute to the reproduction of negative stereotypes, having an impact on society. The current research paper aims to discuss the use of parody as a way of representing Afro-Peruvian population in the national television, through the reproduction of negative stereotypes and the construction of the black body, specifically relating the analysis to El Negro Mama, a very popular character in Peruvian television thought to be a portrait of the Afro-Peruvian men. In order to analyze these representations, the research will use the theory of simulation and simulacra, explained by James Baudrillard to understand the replacement of reality as a consequence of both of these concepts. This research paper will also focus on the social reaction to the existence of this character, in order to construct a hypothesis based on the theory of cultural hegemony, conceived by Jackson Lears as a legitimized group of patterns and behaviors that shape social interaction. This theoretical framework will be used to explain the popularity of this character among Peruvian society and the reactions caused by the controversy generated by the demands of civil society to remove the character from national television.

**Keywords :** media representation, media, race and ethnicity, racist discourse, afro-descendants in the media

**Conference Title :** ICCMS 2017 : International Conference on Communication and Media Studies

**Conference Location :** San Francisco, United States

**Conference Dates :** September 28-29, 2017