Beat: Entertainment

No Invitation to the Oscars? What a Gaffe

While Starvation Happens in Gaza...

San Francisco, 09.03.2024, 18:08 Time

USPA NEWS - As the glitz and glamour of the Oscars dazzle audiences worldwide, the stark realities of inequality and privilege cast a shadow over Hollywood's most prestigious event. The annual Academy Awards ceremony, known for celebrating cinematic excellence, has also been marred by controversies that highlight the stark disparities between the privileged elite and the marginalized communities they often overlook.

While the red carpet unfurls with couture gowns and tailored suits worth millions of dollars, millions of Americans grapple with the harsh realities of a widening wealth gap and rising costs of living. As opulent attendees strut past paparazzi in their designer ensembles, many Americans struggle to make ends meet in a country where the top 1% owns more wealth than the bottom 90%.

But even with all the glamour, The Oscars has not been immune to scandals that expose its elitist underbelly. From racial biases in nominations to controversies surrounding the exorbitant costs associated with campaigning for an Oscar, the ceremony has faced scrutiny for its lack of inclusivity and its perpetuation of systemic inequalities.

The #OscarsSoWhite controversy, which gained traction in 2015 and 2016, shed light on the Academy's failure to recognize the diverse talents of filmmakers and performers of color. Despite efforts to diversify its membership and voting body, the Oscars continue to grapple with issues of representation and inclusion that underscore broader societal inequities.

one of the main scandals include:

"La La Land"/"Moonlight" Best Picture Mix-Up (2017): Perhaps one of the most memorable incidents in recent Oscar history, presenters Warren Beatty and Faye Dunaway mistakenly announced "La La Land" as the winner of Best Picture when, in fact, "Moonlight" was the actual winner. This mix-up occurred due to a backstage envelope mix-up.

Allegations of Vote Rigging (1988): During the 1988 Oscars, there were allegations of vote rigging in the Best Picture category. The film "Rain Man" won the award, but rumors circulated that its distributor, United Artists, had improperly influenced the voting process.

Marlon Brando's Oscar Refusal (1973): Marlon Brando won the Academy Award for Best Actor for his role in "The Godfather" in 1973. However, he chose to boycott the ceremony and sent Native American activist Sacheen Littlefeather to refuse the award on his behalf, citing Hollywood's portrayal of Native Americans in film.

Hattie McDaniel's Oscar Win (1940): Hattie McDaniel became the first African American to win an Academy Award for her performance as Mammy in "Gone with the Wind" (1939). However, her win was overshadowed by the racial segregation policies of the time. McDaniel was seated at a segregated table away from her white co-stars during the Oscars ceremony, and she was also criticized by some in the African American community for perpetuating racial stereotypes through her roles.

Chris Rock's Asian Jokes (2016): During the 88th Academy Awards ceremony in 2016, host Chris Rock made a series of jokes about Asian stereotypes, including a segment where he introduced a group of Asian children as the "dedicated, accurate, and hardworking" accountants who counted the Oscar votes. The jokes sparked widespread backlash and accusations of racial insensitivity.

Racist Comments by Academy Members: In 2015, the Academy of Motion Picture Arts and Sciences (AMPAS) faced criticism when anonymous Oscar voters made racially insensitive comments about the film "12 Years a Slave" during the awards season. Some voters reportedly dismissed the film because they found it "too violent" or "historically inaccurate," highlighting underlying racial biases among certain Academy members.

Lack of Recognition for Non-White Filmmakers: The Oscars have been criticized for their historical pattern of overlooking films directed by people of color and failing to recognize the contributions of non-white filmmakers. This lack of representation has perpetuated systemic inequalities in the film industry and has been a subject of ongoing scrutiny and criticism.

These racist scandals underscore the broader issues of racial inequality and representation within the film industry and the Academy Awards ceremony. While efforts have been made to address these issues, such as the Academy's diversity initiatives and changes to membership and voting procedures, systemic racism and biases continue to be challenges that the Oscars and the film industry as a whole must confront

As the world tunes in to watch the Oscars, let us not forget the stark realities that lie beyond the red carpet—a world where privilege and wealth often overshadow the struggles of those who are marginalized and forgotten. In a society where the cost of living continues to rise for everyday Americans, the extravagance of events like the Oscars serves as a poignant reminder of the urgent need for greater equity and inclusion in our society.

What indicates that U.S. media set the global news agenda?

The dominance of U.S. media in setting the global news agenda is evident through various factors. Firstly, the visibility of American media networks like CBS (merged with Paramount), NBC (merged with Universal), CNN (merged with Warner Bros), and ABC (merged with Disney) ensures their widespread reach and influence across international markets. Secondly, the financial resources at their disposal, often stemming from corporate mergers and acquisitions, enable extensive news coverage and investigative journalism that shapes narratives on global events. Additionally, the close ties between U.S. media conglomerates and the country's military force, coupled with corporate journalism practices, contribute to the framing of international conflicts and crises in ways that align with American interests and priorities. These factors collectively underscore the significant role of U.S. media in setting the global news agenda.

The influence of U.S. media in shaping the global news agenda is further exemplified by events like the Oscars, where the Walt Disney Studios' impressive 20 nominations this year serve as a testament to its industry dominance. With ABC, a subsidiary of Disney, broadcasting the event, the Oscars serve not only as a celebration of cinematic excellence but also as a platform for promoting Disney's extensive film catalogue. The Oscars nominations hold significant sway over audience preferences, often driving people to watch movies, creating a symbiotic relationship between the film industry and media coverage. This dynamic illustrates the intertwined nature of corporate interests and media influence, reinforcing the role of U.S. media in setting the global news agenda.

Article online:
https://www.uspa24.com/bericht-24257/no-invitation-to-the-oscars-what-a-gaffe.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ricardo De Melo Matos

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