



# AFRICA-FRIDAY REFLECTIONS

## "AFROCENTRIC THOUGHT"



### **MANY OF OUR SO CALLED 'BLACK CELEBRITIES ARE PART OF THE PROJECT OF CAPITALISM/ANTI-BLACKNESS**

**BY VELI MBELE "SOMPISI"**

Capitalism/anti-black racism use 'Black celebrities' (especially in the entertainment industry), to promote false notions of Black progress, success or excellence, and to ensure Black young people remain politically unconscious, by promoting a life style that is fuelled by the insatiable urge to accumulate as much bling as possible ( not accumulate knowledge of self).

Why is this the agenda of capitalism/anti-black racism, in this connection? Black young people are the most important resource of the Black Race and once they develop the proper historical and political consciousness, they will pose the greatest threat to the system of capitalism/anti-black racism, as we know it.

So, to avoid this possibility, what does the system have to do? It has to ensure that as many Black young people as possible ( especially young Black men), dream of nothing else but a life of bling, where Black existence revolves around rapacious accumulation, public and infantile displays of what others call bling toys.

A lifestyle where there are primarily two interconnected outcomes: premature physical death or jail. Some of the people we revere as Black celebrities today, are (knowingly or unknowingly), key instruments in this project of numbing the political and historical consciousness of Black young people.

I am also conscious of the fact that, to make this point publicly, in an atmosphere where Black celebrities enjoy the status of deities—is to risk all manner of attacks, including being accused of being jealous of the 'success' of another Black person.

If measured against their total value to our Race, what exactly is there to be jealous about? We have a debilitating social and political crisis as the Black Race and being accused of jealousy is nothing compared to the crisis we face. We Blacks are dying everyday (many forms of death) because of a socioeconomic set up that enables lifestyles that are violently anti us.

We need to honestly, deliberately and radically review this fatal social trajectory and put in place community socio-political interventions that will put Black young people ( especially Black young men), on an authentically pro black psycho-social trajectory.

Bakithi, there are many toxic social habits that we as Black people have normalised (especially we as Black men), which habits contribute absolutely nothing to our rise and advancement as the Black Race.

In fact, these habits enable the system of capitalism/ anti-black racism, and undermine every effort to build the required capacity for our rise and for us to enjoy a dignified existence as the Black Race. We need an honest, in-ward looking Blacks-only conversation. Asikhulume!

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The position that Black people occupy in AmeriKKKa today has its genesis in how AmeriKKKa came into being, over 200 years ago. The United States of AmeriKKKa came into being as a direct result of the genocide against the native Americans and the massive enslavement and lynching of Black people, who were brought there as slaves.

Are you aware that even the highly revered AmeriKKKan founding fathers such as George Washington, owned Black slaves? This is the foundation upon which AmeriKKKa, its banks and other financial institutions (that dominate the global economy), were built.

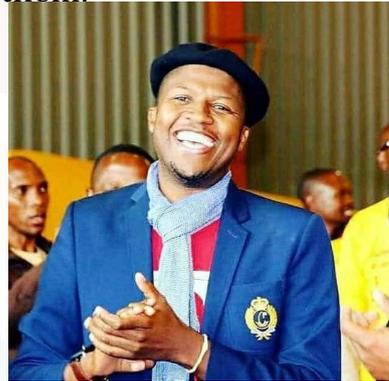
This is the foundation that unites the Democrats and the Republicans. Therefore, when Trump says 'Make America Great Again', what he is actually saying is: consolidate white supremacy.

Even though he is portrayed as a friend of Black AmeriKKKans, Biden is not interested in dismantling white supremacy in AmeriKKKa. Like the Clintons (Bill and Hillary) and Obama, his disagreement with Trump is not on the legitimacy of the project to bolster white supremacy, but rather on the detail of its implementation plan.

So, if you're Black (regardless of where you may be in the world), don't be fooled by the spinning of the white-capitalist media that seeks to reduce the US presidential elections to a simple choice between Democrats and Republicans or two personalities.

In the context of what AmeriKKKa represents at a foundational level, Trump and Biden are two sides of the same white supremacist coin. And this is why Biden coopted Kamala Harris as his running mate, for her to essentially serve the same purpose that Obama served: to make AmeriKKKa's project of white supremacy appear legitimate in the eyes Black people.

AmeriKKKa will never be a pro Black or pro Afrika state. It was never meant to be. Equally important, is the need for us as Afrikans to always remember that, under a capitalist order, elections are nothing else but an instrument with which the plutocracy secures the endorsement of the excluded and marginalised groups, for the purpose of legitimatising a system that is violently anti them.



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