

CONTENTS

Acknowledgments / ix

INTRODUCTION

NEGATIVITY AND THE BLACK POPULAR IMAGE / 1

**1. EDDIE MURPHY, *COMING TO AMERICA*,
AND FORMAL NEGATIVITY / 35**

2. RELATIONAL NEGATIVITY
The Sellout Films of the 1990s / 81

**3. THE CIRCUMSTANTIAL NEGATIVITY
OF HALLE BERRY / 114**

4. EMBRACING THE RATCHET
Reality Television and Strategic Negativity / 142

CONCLUSION

***EMPIRE* A False Negative? / 182**

Notes / 191 Bibliography / 211 Index / 219