

https://dspace.org/

The success of Leon Schuster in a post-apartheid South Africa and what it says about blackness

Malatji, Wakhe

2022
https://hdl.handle.net/10539/34153

Downloaded from a DSpace repository. https://dspace.org/

ABSTRACT

This dissertation aims to break down Leon Schuster's formula for success and deconstructs how he effectively uses his formula to attract a wide diverse South African audience. The formula is broken down into four visual storytelling techniques, which include blackface, slapstick, candid camera and stereotypes. I also investigate how he gets away with his more controversial techniques (blackface and stereotypes). This research uses *There's a Zulu on my stoep (1993), Oh Schuks… I'm Gatvol (2004), Mama Jack (2005)* and *Schuks Tshabalala's Survival Guide to South Africa (2010)* as case studies to examine how he successfully implements his formula whilst highlighting its limitations. Although Schuster implements his techniques effectively, he however fails to deconstruct his more problematic techniques and presents them in an uncritical manner. My creative project, *Zwart (2021)* uses Schuster's techniques to critique his misrepresentation of blackness and follows a narrative that tackles racism, racial division and blackness through a critical lens.