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The Cultural Politics of Colorblind TV Casting (Routledge Transformations in Race and Media)

Kristen J. Warner

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This book fills a significant gap in the critical conversation on race in media by extending interrogations of racial colorblindness in American television to the industrial practices that shape what we see on screen. Specifically, it frames the practice of colorblind casting as a potent lens for examining the interdependence of 21st century post-racial politics and popular culture. Applying a 'production as culture' approach to a series of casting case studies from American primetime dramatic television, including ABC's *Grey's Anatomy* and The CW's *The Vampire Diaries*, Kristen Warner complicates our understanding of the cultural processes that inform casting and expounds the aesthetic and pragmatic industrial viewpoints that perpetuate limiting or downright exclusionary hiring norms. She also examines the material effects of actors of color who knowingly participate in this system and justify their limited roles as a consequence of employment, and finally speculates on what alternatives, if any, are available to correct these practices. Warner's insights are a valuable addition to scholarship in media industry studies, critical race theory, ethnic studies, and audience reception, and will also appeal to those with a general interest in race in popular culture.

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