Blueprint for Black Power
Amos N. Wilson
Chapter 11
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“In the context of this chapter we will speak of ideology in terms of its use by the ruling class or dominant group(s) to justify the existing social order.” (Pg 221)

Our perspective on this sentence is that this chapter will help readers understand the ways in which dominant groups who possess power in a social manner as well as ways they justify their dominance in society.
Main Points In Chapter 11

- A source of power more fundamental than class membership, family, culture, and others discussed in previous chapters known as the ultimate base of power for the other power sources, is the power of ideas. This includes but it not limited to the power of mind, thought, imagination, and vision.

- Knowledge is idea, the product of ideation reciprocally interacting with reality. Ideologies control people’s behavior in several ways.

- Most motivation of an idea is justified by the ability to put the power of the mind into reality. Ideology can be put into different levels of steps or processes that can be characterized by a legitimate perception.

- In society humans react to action that is manifested with right or wrong idea perception. There are also social and political outcomes with each individual or particular aspects.

- Knowledge is an ideal evaluation of legitimate, cultural beliefs from a community.

- Institutions in an oppressive society function to maintain its structural status quo.

- Amos N. Wilson notes that this kind of culture - white money in black business – has made “‘successful Black media’ extremely sensitive to Afrocentric ideology and even circumspect about “radical chic” Black-orientated ideology, i.e., ideology emphasizing Black identity and culture that is a bit critical of Eurocentrism, a bit left-of-center in its social and economic value orientations, but still within acceptable White liberal conversational domains.” (Pg. 234)

- Well-known Black magazines were successful because they were sell-outs. Publications such as Essence, Ebony magazines and Emerge stood out from the crowd because they tooted the line. They didn't ruffle any feathers, and reported only on Black celebrities, their activities, and commercialized products for Black people owned by white companies.
Main Points Continued..

- Mr. Wilson referred to sociologist E. Franklin Frazier who has written the book titled “Black Bourgeoisie” published in 1962 and highlighted that “Although the Negro press declares itself to be the spokesman for Negro group as a whole, it represents essentially the interests and outlook of the black bourgeoisie. (pg235)”
- Once a class of Black people, starting with those of the middle-class wanted nothing to do with the term “second class” or even being remotely associated to poor Blacks they comfortably adjusted to aspiring to whiteness.
- The platform for Black Media was tainted by Black Bourgeoisie. This paved the way for white media in Black Face to only appeal to the exploitation of Blacks, and created a place of fantasy, entertainment, and make believe for the elite Blacks in those community.
- Black people suffer when we are naturally talented and or gifted in many areas and are unjustifiably singled out to become a successor as an example to obtain white success instead of just being successful. Amos N. Wilson provided us a solution to this toxic problem for Black people who exempt themselves as being a part of Black communities and delay our progression.
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Key Terms

- **Ideation**: The formation of ideas or concepts.
- **Ideology**: Is a reflection of the aspect of the human being character that involves psychology mentally and social outcome.
- **Rationalization**: Is the structure that is from a thought or a knowledgeable mind of a constructive idea.
- **Bourgeoisie**: A class of elite Black people who felt comfortable in wanting to assimilate to white success and to be accepted.
“Most American institutions, be they hospitals, museums, universities, businesses, banks, scientific laboratories, or mass media, are owned by a relatively small number of corporate rich” (Pg 227)

In this quote Wilson is quoting Michael Parenti to highlight the fact that majority of the institutions that are in “oppressive societies” or poor communities are owned by those who are apart of rich communities. In other words poor communities are not benefiting financially from these institutions because the profits are going directly into rich communities.
“They choose what issues and information are to be emphasized, to be ignored or suppressed” (Pg 229)

White corporate elite media/information establishments control the things that are shown and advertised to people in every way possible. They may sometimes choose to omit information to its viewers as well as broadcast specific information they feel is essential for its viewers to see.
The struggle is not only due to white media establishments it is also due to the Black establishments, because of the fact that although Black establishments are owned by Black people they are funded by White advertisers and they have gained access to their media properties through special programs. Meaning that they are being controlled by white media establishments essentially with what types of information they can put out and things they can speak upon.
Discussion Questions

1. If the black bourgeoisie didn’t believe they can only obtain white success by disassociating themselves from the Black community as a whole and promote becoming famous as the way out of Black oppression would we be where we are as a Black celebrity?

2. Would Black people be a strong community in high profile places if they did not sell-out? Not aspired to be accepted by whites to obtain success?

3. After the civil war era had the anomaly for Black elite bourgeoisie to achieve success which were attributed to affirmative action, school –housing desegregation, tokenism and expanded equal opportunity programs for Blacks socially would we have been

4. How do you feel about Black people still needing to be seen, heard, well respected and still educating people in Media, radio and magazines on what it is to be Black in these fields?