

# **AMA MELIKA AYEZA! (THE AMERICANS ARE COMING): THE POLITICS OF AMERICAN CULTURE IN THE NEW SOUTH AFRICA.**

**Thursday May 12<sup>th</sup>, 2005**

**Noon – 2:00**

**The Ohio State University's**

**Mershon Center**

**1501 Neil Avenue**

*Dr. James Campbell, Brown University*

**A visitor to South Africa today can scarcely help but be struck by how American it seems. Yet few appreciate the long historical roots of the U.S. presence in South Africa, or the complex political and cultural conflicts to which it has given rise. This presentation, part of a book-length study on the “Americanization” of South Africa, examines the imprint of the United States in a series of cultural venues in South Africa, including advertising, radio and television, music, and movies.**

**James T. Campbell** (B.A. Yale University, 1980, Ph.D. Stanford University, 1989) is an associate professor of American Civilization, Africana Studies and History. His research focuses on African American history and on the wider history of the Black Atlantic. He is the author of *Songs of Zion: The African Methodist Episcopal Church in the United States and South Africa* (Oxford Univ Press, 1995), which was awarded the Organization of American Historians' Frederick Jackson Turner Prize and the Carl Sandburg Literary Award for Non-Fiction. Campbell has been a Research Associate at the W.E.B. DuBois Center for Pan-African Studies, Accra, Ghana, and at the African Studies Institute, University of the Witwatersrand. Campbell chairs Brown's Steering Committee on Slavery and Justice, created in 2003 with the mandate of investigating the university's historical links to slavery and facilitating discussion of the complex historical, legal, and moral questions raised by those linkages.

This lecture is sponsored by the Center for African Studies and the Mershon Center. It is the final event in a series of symposia organized by Alexander Stephan for OAI and for the Mershon Center on “AMERICAN CULTURE AND ANTI-AMERICANISM IN THE WORLD.”

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