# Peter Andre defends Jafaican amid cultural appropriation backlash over Jamaican gangster role



Peter Andre has recently expressed shock over the backlash following the release of his film, "Jafaican," where he portrays a character adopting a Jamaican persona. The film, directed by British-Nigerian filmmaker Fredi Nwaka, features Andre as Garry Buckle, a small-time crook who immerses himself in Jamaican culture to execute a con that involves travelling between London and Jamaica. The decision to portray a Jamaican gangster and the film's premise has led to accusations of cultural appropriation, igniting widespread debate about representation in media.

Upon its announcement, critics quickly targeted the film for its portrayal of Jamaican culture, highlighting Andre’s use of fake dreadlocks and a dubbed Jamaican accent as two examples of disrespectful stereotypes. In removing a promotional tweet about the film, Andre appeared to respond to the growing uproar surrounding the project. The backlash intensified on social media platforms, where commentators described the film as perpetuating harmful stereotypes and trivialising Jamaican identities.

Nwaka, addressing the controversy, noted that the film would be available on Vimeo for 48 hours, encouraging audiences to draw their own conclusions. Speaking on ITV’s "This Morning," Andre argued that the film was a meticulous three-year effort in which they engaged with respected figures from the Jamaican community, including comedian Oliver Samuels. He emphasised that if any concerns about cultural sensitivity had been raised during the production, they would have halted the project. Andre also compared the film's comedic take on Jamaican culture to similar instances of cultural representation involving his Greek heritage, expressing confusion over the perceived offence, while acknowledging the differing perspectives.

As the conversation developed, prominent voices within the Caribbean creative community voiced their discontent, labelling the project as 'tone-deaf' and 'rooted in mockery.' Critics argue that works like "Jafaican" reduce complex cultural identities to mere punchlines, ultimately undermining the integrity of authentic Jamaican narratives. Recognising the potential for films like this to advance stereotypes rather than providing insightful representation, there is a call for more genuine voices from the community to be involved in storytelling.

Despite the controversy, advocates for the film, including some festival organisers, defended it as a light-hearted exploration of Jamaican culture. Andre, meanwhile, maintained that his intent was comedic and that he felt pride in his role. He even suggested that television presenter Alison Hammond might consider joining as a character in a sequel, indicating a commitment to continue exploring the themes introduced in the film.

In summary, "Jafaican" emerges not just as a film but as a flashpoint in the broader dialogue about cultural representation, sensitivity, and the responsibilities of creators in portraying cultures that are not their own. As discussions continue, the emphasis on authenticity and respect in artistic expression remains paramount.

## Reference Map:

* Paragraph 1 – [[1]](https://www.irishnews.com/entertainment/peter-andre-shocked-by-backlash-over-film-in-which-he-poses-as-jamaican-gangster-UCYB6CI3YZKQREOEMM5XOYDEQ4/), [[2]](https://www.standard.co.uk/showbiz/peter-andre-deletes-tweet-backlash-new-film-jafaican-cultural-appropriation-b1222802.html)
* Paragraph 2 – [[3]](https://www.filmburst.com/blog/controversy-surrounds-peter-andres-new-comedy-film/), [[4]](https://www.graziadaily.co.uk/life/opinion/peter-andre-jafaican-trailer/), [[5]](https://www.the-independent.com/arts-entertainment/films/news/peter-andre-jafaican-film-trailer-b2733648.html)
* Paragraph 3 – [[6]](https://www.joe.co.uk/news/peter-andre-forced-to-delete-trailer-for-jamaican-gangster-movie-amid-racism-accusations-485166), [[7]](https://www.nme.com/news/film/peter-andre-defends-controversial-jafaican-film-after-accusations-of-gross-cultural-appropriation-3861526)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.irishnews.com/entertainment/peter-andre-shocked-by-backlash-over-film-in-which-he-poses-as-jamaican-gangster-UCYB6CI3YZKQREOEMM5XOYDEQ4/> - Please view link - unable to able to access data
2. <https://www.standard.co.uk/showbiz/peter-andre-deletes-tweet-backlash-new-film-jafaican-cultural-appropriation-b1222802.html> - Peter Andre deleted a tweet promoting his new film, 'Jafaican', after facing backlash over accusations of cultural appropriation. The film features Andre portraying a small-time crook who adopts a Jamaican persona to execute a heist. Critics expressed concerns about the portrayal of Jamaican culture and the use of a fake Jamaican accent by Andre, leading to widespread criticism on social media platforms. The controversy intensified when Andre removed the promotional tweet amid the growing uproar.
3. <https://www.filmburst.com/blog/controversy-surrounds-peter-andres-new-comedy-film/> - Peter Andre's comedy film, 'Jafaican', has sparked significant controversy, with many accusing the singer of perpetuating cultural insensitivity and blackface. The film stars Andre as Gazza, a small-time crook who seeks £35,000 for his grandmother’s care. Critics argue that the film's portrayal of Jamaican culture, including Andre wearing dreadlocks and adopting a Jamaican accent, is disrespectful. Caribbean creatives have condemned the project as 'tone-deaf' and 'rooted in mockery'. Despite the backlash, festival organizers defended the film, stating that it aims to showcase Jamaican culture positively.
4. <https://www.graziadaily.co.uk/life/opinion/peter-andre-jafaican-trailer/> - As a British-Jamaican woman, the author expresses disappointment over the 'Jafaican' trailer, criticizing it for perpetuating harmful stereotypes and reducing Jamaican identities to punchlines. The trailer features Peter Andre, a white man, donning an Afro-textured, dreadlocked wig and speaking with a dubbed Jamaican accent. The film's premise equates Jamaicanness with criminality, feeding into negative stereotypes. The author emphasizes the importance of authentic Jamaican voices and experiences in media representation.
5. <https://www.the-independent.com/arts-entertainment/films/news/peter-andre-jafaican-film-trailer-b2733648.html> - Peter Andre's appearance in the 'Jafaican' film trailer has caused confusion, with the singer portraying a man impersonating a Jamaican gangster. The trailer shows Andre wearing fake dreadlocks and speaking in a Jamaican accent. The film's plot follows Gazza, a small-time London crook, who takes on a high-stakes con job to cover £35,000 for his grandmother’s care home fees, involving impersonating a notorious gangster and stealing £3 million while navigating Jamaican culture.
6. <https://www.joe.co.uk/news/peter-andre-forced-to-delete-trailer-for-jamaican-gangster-movie-amid-racism-accusations-485166> - Peter Andre deleted a trailer for his new film, 'Jafaican', after facing racism accusations. The low-budget gangster movie features Andre donning fake dreadlocks and a Jamaican accent. The film's plot centers on a character named Gazza, played by Andre, who impersonates a Jamaican criminal to steal £3 million. The trailer sparked outrage online, leading Andre to remove the promotional content from his social media accounts amid the backlash.
7. <https://www.nme.com/news/film/peter-andre-defends-controversial-jafaican-film-after-accusations-of-gross-cultural-appropriation-3861526> - Peter Andre defended his role in the upcoming 'Jafaican' film, which features him with a fake Jamaican accent and dreadlocks. The film's trailer received backlash for cultural appropriation, with some viewers criticizing the portrayal of Jamaican culture. Andre described the film as 'something light-hearted' and 'something funny', emphasizing that it's his first lead role and expressing pride in the project. The film is set to debut at the Gold Coast Film Festival.