# Peter Andre defends role in Jafaican amid cultural appropriation backlash



Reality TV personality Peter Andre has expressed his astonishment at the backlash surrounding his role in the upcoming film "Jafaican," where he portrays a character who adopts a Jamaican persona. Directed by Fredi Nwaka, a British-Nigerian filmmaker, the film follows Andre's character, Garry Buckle, a petty crook who immerses himself in Jamaican culture to deceive people while travelling between London and Jamaica. Despite the film's comedic intentions, it has faced sharp criticism, particularly regarding issues of cultural appropriation.

Andre shared his thoughts on ITV's *This Morning*, noting that the project took nearly three years from conception to completion. He revealed that the creative team consulted Jamaican figures throughout the process, including renowned comedian Oliver Samuels. Andre indicated that there were opportunities for feedback during filming, saying, “If there was any point where anyone said to us, this is not right, don’t it, we would have stopped." Nwaka added that the approval received throughout the filming process contributed to their disbelief at the ensuing criticism.

The trailer for "Jafaican" features Andre sporting fake dreadlocks and mimicking a Jamaican accent, prompting many to label the portrayal as offensive and disrespectful. Critics have described this artistic choice as reminiscent of "modern blackface," prompting a vehement response from some Jamaican creatives, who expressed their discontent in an open letter to Nwaka, labelling it as “xenophobic, tone-deaf, and culturally violent.” Such responses highlight a broader concern about the implications of non-Jamaican actors portraying Caribbean identities, often reducing rich cultures to mere punchlines.

While some critics have reacted strongly against the film, others have suggested that its comedic elements might resonate with audiences. Nevertheless, many remain apprehensive, emphasising the risk of perpetuating harmful stereotypes that marginalise genuine Jamaican voices. Andre himself has attempted to contextualise his experience, likening it to how he feels when Greek stereotypes are portrayed in a humorous light. He remarked, “I find (it) offensive if someone’s saying really horrible things about your culture. And so I was a little bit confused, but I understand.”

The film is scheduled to premiere at the Gold Coast Film Festival on May 9, 2025, and will be available on the Vimeo platform for a limited time, allowing viewers to come to their conclusions about the film. Amidst the controversy, Andre has signalled an intention to develop a sequel featuring different characters and settings, indicating a desire to continue exploring narratives within cultural contexts, albeit with heightened awareness of the sensitivities involved.

In a landscape increasingly attuned to the nuances of representation and cultural sensitivity, "Jafaican" serves as a touchpoint for discussions about who gets to tell which stories. As debates around cultural appropriation evolve, Andre's venture into this sensitive territory reflects both the challenges and responsibilities that come with portraying cultures outside one's own. The film's reception will likely inform future creative decisions in a climate where authenticity and respect for cultural identities are 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), [[3]](https://www.nme.com/news/film/peter-andre-defends-controversial-jafaican-film-after-accusations-of-gross-cultural-appropriation-3861526)
* Paragraph 2 – [[2]](https://www.standard.co.uk/showbiz/peter-andre-deletes-tweet-backlash-new-film-jafaican-cultural-appropriation-b1222802.html), [[4]](https://themusic.com.au/news/peter-andre-controversially-plays-jamaican-gangster-in-new-movie-role/HUOjMTAzMjU/24-04-25), [[5]](https://graziadaily.co.uk/life/opinion/peter-andre-jafaican-trailer/)
* 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://somersetdaily.co.uk/peter-andre-sparks-criticism-for-portrayal-of-jamaican-gangster-in-jafaican-movie/)
* Paragraph 4 – [[1]](https://www.irishnews.com/entertainment/peter-andre-shocked-by-backlash-over-film-in-which-he-poses-as-jamaican-gangster-UCYB6CI3YZKQREOEMM5XOYDEQ4/), [[4]](https://themusic.com.au/news/peter-andre-controversially-plays-jamaican-gangster-in-new-movie-role/HUOjMTAzMjU/24-04-25)
* Paragraph 5 – [[1]](https://www.irishnews.com/entertainment/peter-andre-shocked-by-backlash-over-film-in-which-he-poses-as-jamaican-gangster-UCYB6CI3YZKQREOEMM5XOYDEQ4/), [[3]](https://www.nme.com/news/film/peter-andre-defends-controversial-jafaican-film-after-accusations-of-gross-cultural-appropriation-3861526), [[5]](https://graziadaily.co.uk/life/opinion/peter-andre-jafaican-trailer/)

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## 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 upcoming film 'Jafaican' after facing backlash over accusations of cultural appropriation. The film features Andre portraying a small-time crook named Gazza, who adopts a Jamaican accent and fake dreadlocks to impersonate a gangster. Critics expressed concerns about the portrayal of Jamaican culture, with some labeling it as 'gross' and 'mocking.' Despite the controversy, some viewers expressed excitement about the film's comedic approach. The film is set to premiere at the Gold Coast Film Festival on May 9, 2025.
3. <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 film 'Jafaican' amid accusations of cultural appropriation. The film, set to debut at the Gold Coast Film Festival, features Andre as Gary Buckle, a character who impersonates a Jamaican gangster to scam money for his grandmother's care home fees. Critics have criticized the film for depicting Andre wearing dreadlocks and speaking with a fake Jamaican accent, leading to accusations of mocking Jamaican culture. Andre described the project as 'something light-hearted' and 'something funny.'
4. <https://themusic.com.au/news/peter-andre-controversially-plays-jamaican-gangster-in-new-movie-role/HUOjMTAzMjU/24-04-25> - Peter Andre's upcoming film 'Jafaican' has sparked controversy due to his portrayal of a Jamaican gangster. In the film, Andre dons fake dreadlocks and uses a Jamaican accent. Critics have labeled the film as 'an appalling act of modern blackface,' with Jamaican creatives writing an open letter to the director, Fredi Nwaka, describing the film as 'xenophobic, tone-deaf, and culturally violent.' The film is set to premiere at the Gold Coast Film Festival on May 9, 2025.
5. <https://graziadaily.co.uk/life/opinion/peter-andre-jafaican-trailer/> - The trailer for Peter Andre's film 'Jafaican' has been criticized for perpetuating harmful stereotypes about Jamaican culture. The film features Andre, a white actor, wearing an Afro-textured, dreadlocked wig and using a 'fake' Jamaican accent. Critics argue that the film reduces Jamaican identities to punchlines and serves as a reminder of how often Caribbean culture is performed by others, while real Jamaican voices are sidelined. The film is set to premiere at the Gold Coast Film Festival on May 9, 2025.
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 upcoming film 'Jafaican' after facing accusations of racism. The film features Andre portraying a small-time crook named Gazza, who adopts a Jamaican accent and fake dreadlocks to impersonate a gangster. Critics have accused the film of cultural appropriation and perpetuating harmful stereotypes about Jamaican culture. Despite the backlash, some viewers have expressed excitement about the film's comedic approach. The film is set to premiere at the Gold Coast Film Festival on May 9, 2025.
7. <https://somersetdaily.co.uk/peter-andre-sparks-criticism-for-portrayal-of-jamaican-gangster-in-jafaican-movie/> - Peter Andre's portrayal of a Jamaican gangster in the film 'Jafaican' has sparked criticism online. The trailer showcases Andre adopting a Jamaican accent and wearing fake dreadlocks, leading to accusations of cultural insensitivity and racial stereotypes. The film's storyline revolves around Andre's character, Gazza, who immerses himself in Jamaican culture to con his way between London and the Caribbean. Critics have expressed discomfort with the film's approach, questioning the portrayal of Jamaican culture and the use of stereotypes.