# Peter Andre's Jafaican trailer sparks heated debate over racial portrayal and comedy



# Controversy Erupts Over Peter Andre's New Film Trailer

The release of the trailer for Peter Andre's upcoming film *Jafaican* has ignited a firestorm of criticism, with the pop star facing accusations of "posing in modern blackface." The film, directed by British-Nigerian writer Fredi Nwaka, features Andre as Gary Buckle, a con artist who pretends to be a Jamaican gangster, donning a dreadlock wig and adopting a Jamaican accent. Although Nwaka did not directly address the backlash while promoting the film, he maintained that society “needs comedy now more than ever,” suggesting a belief that laughter can serve as a crucial escape from daily life.

Critics have not held back their disdain on social media, with many voicing shock at the decision to cast Andre in such a seemingly antiquated and insensitive role. Comments like, “Did I wake up in 1998?!” reflect a wider sentiment that this type of portrayal is deeply outdated. One Twitter user questioned the relevance of the film's premise in 2025, emphasising a feeling of disbelief that the project is even coming to fruition in a time when cultural sensitivity has become a paramount concern.

Despite the widespread negative response, some fans expressed excitement for the film's release. Andre himself took to Instagram to share the trailer, announcing its impending premiere at the Gold Coast Film Festival. While some online they celebrated its arrival, others noted that Andre deleted a tweet following the backlash, raising questions about whether *Jafaican* would proceed as planned.

This is not the first time Andre has found himself amidst controversy regarding race. Previously, he portrayed a racist thug in another film directed by Nwaka titled *On The Other Foot*, where he confronted a Black character with derogatory remarks. This role, along with *Jafaican*, seems to delve into themes of cultural appropriation and racial perspectives, leading some critics to question the appropriateness of Andre's casting in such roles.

While the backlash unfolding around *Jafaican* may give the impression of a one-sided narrative, it also brings forth broader discussions about the roles of humour and comedy in a world perceived to be increasingly serious. Nwaka’s insistence that “comedy allows us to escape from our everyday life” poses a challenge to those who contend that such comedy must be informed by an awareness of cultural sensitivity.

In a revealing twist, Andre has previously spoken out against racism and for diversity in other contexts, such as his support for the cast of a West End production of *Grease*. He condemned racist comments directed at its actors, which suggests a complicated position as he now finds himself at the centre of a dialogue that questions his own involvement in potentially marginalising portrayals.

As the film gears up for release, it remains to be seen whether the controversy surrounding *Jafaican* will stir further discussions about race, representation, and the evolving landscape of comedy in contemporary media. Amid the divided opinions, one thing is certain: the conversation sparked by this project reflects a society grappling with its values and the fragile boundaries of artistic expression.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-14688045/Peter-Andre-Jafaican-backlash-blackface.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-14688045/Peter-Andre-Jafaican-backlash-blackface.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://metro.co.uk/2021/10/10/peter-andre-transforms-into-racist-thug-in-on-the-other-foot-trailer-15397124/)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-14688045/Peter-Andre-Jafaican-backlash-blackface.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://extra.ie/2021/10/10/entertainment/celebrity/peter-andre-racist-new-film)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-14688045/Peter-Andre-Jafaican-backlash-blackface.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://metro.co.uk/2022/05/08/peter-andre-slams-racist-and-homophobic-remarks-made-about-grease-cast-16605430/), [[5]](https://starsalert.com/news/peter-andre-hits-out-at-troll-who-made/1012076)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-14688045/Peter-Andre-Jafaican-backlash-blackface.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://metro.co.uk/2022/05/08/peter-andre-slams-racist-and-homophobic-remarks-made-about-grease-cast-16605430/)
* Paragraph 6 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-14688045/Peter-Andre-Jafaican-backlash-blackface.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://metro.co.uk/2021/10/10/peter-andre-transforms-into-racist-thug-in-on-the-other-foot-trailer-15397124/)

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## Bibliography

1. <https://www.dailymail.co.uk/tvshowbiz/article-14688045/Peter-Andre-Jafaican-backlash-blackface.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://metro.co.uk/2021/10/10/peter-andre-transforms-into-racist-thug-in-on-the-other-foot-trailer-15397124/> - Peter Andre stars as Justin, a racist thug, in the upcoming film 'On The Other Foot.' Directed by Fredi Nwaka, the movie follows Billy Pitcher, who wakes up in the body of a Black man and must navigate life from a different perspective. The trailer features Andre's character confronting a Black man with derogatory remarks. The film also stars Lady Leshurr, Chidi Ajufo, and Lily Smith, with a premiere scheduled for November 24. Andre's son, Junior Andre, makes his acting debut in the film, though his role remains undisclosed.
3. <https://extra.ie/2021/10/10/entertainment/celebrity/peter-andre-racist-new-film> - Peter Andre takes on the role of Justin, a racist thug, in the film 'On The Other Foot.' The movie follows Billy Pitcher, who wakes up in the body of a Black man and is forced to experience life from a different perspective. Andre's character confronts a Black man with derogatory remarks in the trailer. The film, directed by Fredi Nwaka, also stars Lady Leshurr, Chidi Ajufo, and Lily Smith. Andre's son, Junior Andre, makes his acting debut in the film, though his role is yet to be revealed.
4. <https://metro.co.uk/2022/05/08/peter-andre-slams-racist-and-homophobic-remarks-made-about-grease-cast-16605430/> - Peter Andre condemned racist and homophobic comments directed at the cast of the new West End production of 'Grease.' The singer, who plays Vince Fontaine, shared a statement from the producers highlighting the cast's diversity and emphasizing that such prejudiced remarks are unwelcome. Andre expressed his support for the cast and crew, stating that the hateful comments are not welcome in his or his family's life and that he stands 100% by his fellow cast and crew against all forms of prejudice.
5. <https://starsalert.com/news/peter-andre-hits-out-at-troll-who-made/1012076> - Peter Andre responded to a troll who made racist comments about the cast of the new 'Grease' production. Sharing a statement from the producers, Andre emphasized that such comments are not welcome and that the producers stand with the cast against racism and all forms of prejudice. He expressed his support for the cast and crew, stating that this kind of behavior is not welcome in his or his family's life and that he stands 100% by his fellow cast and crew against all forms of prejudice.
6. <https://www.telegraph.co.uk/tv/2017/02/09/dear-white-people-trailer-sparks-backlash-netflix-faces-claims/> - Netflix faced backlash after releasing the trailer for 'Dear White People,' a comedy series about racial politics on a university campus. The trailer features a Black student urging white students to stop wearing blackface costumes. The series, based on the 2014 film of the same name, satirizes 'post-racial' America as students of color navigate a predominantly white Ivy League college. The trailer received over 214,000 views, with many viewers expressing negative reactions and some threatening to cancel their Netflix subscriptions.
7. <https://www.itv.com/news/2017-02-12/netflix-faces-backlash-after-posting-trailer-for-new-show-dear-white-people> - Netflix faced a fierce backlash after releasing the trailer for its new comedy show 'Dear White People.' The 30-second clip has been watched more than 3.6 million times on YouTube and has received more than 358,000 dislikes. Several people on Twitter said they had canceled their subscription to the service after the trailer was released, accusing the entertainment company of promoting racism. The series is based on the 2014 film of the same name and satirizes 'post-racial' America as students of color navigate a predominantly white Ivy League college.