

Biogram

Dr. Frederick W. Gooding, Jr. is an Assistant Professor within the Ethnic Studies Program at Northern Arizona University in Flagstaff, AZ. A trained historian, Gooding most effectively analyzes contemporary mainstream media with a careful eye for persistent patterns along racial lines that appear benign but indeed have problematic historical roots. Gooding's most well-known work thus far is "You Mean, There's RACE in My Movie? The Complete Guide to Understanding Race in Mainstream Hollywood," which critically analyzes the value and impact of contemporary racial imagery based upon historical narratives of sex, power and violence.