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“Not one love”: Rastafari Commercialized

For years, the Rastafarian image has been used to market reggae music and Jamaica's tourist industry. The popularity gained by the Rastafarian image here has resulted in its use to market a range of other products and services, including clothing, sex and even prostitution. Many might consider this a great accomplishment for the once ostracized Rastafarian movement. But is it really an accomplishment, or can this be regarded as detrimental to the Rastafarian movement? It is based on this trend of thought that this paper seeks to explore some of the instances in which the Rastafarian image has been used in an attempt to evaluate if the detachment of form (the Rastafarian image or aesthetic) from substance (the Rastafarian message or belief system) has been detrimental to the Rastafarian movement. One cannot disregard that the emergence of Rastafari into popular culture subsequently resulted in the commandeering and commoditising of the Rastafarian image; including the dreadlocked hairstyle and other iconic representations associated with the movement. Moreover, these iconic representations have come to assimilate meanings which are in stark contrast to that of the message put forward by Rastafarians. As such, this paper also seeks to examine the degree to which the commoditisation of these iconic representations has been disconnected from the Rastafarian message or belief system.