

# #OscarsSoWhite: The Growth of a Racial Justice Movement | Media Manipulation Casebook

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March 14, 2023

The “Oscars So White” social media campaign is an ongoing movement started by activist April Reign to critique Hollywood’s racial discrimination. Reign launched the hashtag and viral slogan in 2015 after the Academy of Motion Pictures Arts and Sciences, which gives out the prestigious Oscar awards annually, nominated white actors for the preponderance of awards in 2015. When the Academy did the same thing in 2016, the movement grew. The campaign started with a spontaneous slogan that became viral, and received significant attention from online users as well as media and institutions, ultimately resulting in concrete, organizational and cultural changes implemented by the Academy.

Source: [#OscarsSoWhite: The Growth of a Racial Justice Movement | Media Manipulation Casebook](#)