

# BOYCOTT



THE GODS MUST BE

**CRAZY**

*An Epic Comedy  
Of Absurd Proportions*



LET'S UNITE  
AGAINST APARTHEID

ISOLATE SOUTH AFRICA ON EVERY FRONT

DON'T SPEND MONEY ON SOUTH AFRICAN PRODUCTS

**PICKET** the **UA 7** (downtown Berkeley, on Shattuck) and

the **VOGUE THEATER** (at Presidio and Sacramento in San Francisco)

THIS FILM IS BEING SHOWN IN VIOLATION OF THE U.N.  
RESOLUTION CALLING FOR AN INTERNATIONAL BOYCOTT  
OF SOUTH AFRICA

for further information, call 527 1401



partial list of endorsers: ART AGAINST APARTHEID, All People's Congress, Bay Area Free South Africa Movement, S.A. Military Refugee Aid Fund, San Francisco Anti-Apartheid Committee, Freedom Rising

## WHY WE ARE PROTESTING

- \* This film reinforces the racist notion that African people are only noble in extreme isolation, rather than in the complex and varied world within which they really live.
- \* Apartheid is a form of institutionalized racism which literally means "separate development". Apartheid denies Black South Africans both human and political rights! As a white South African, the filmmaker Jamie Uys does not call this socio-economic system into question but trivializes it with stereotypes.
- \* Right now, the U.S. government and U.S. multinational corporations play a major role in propping up apartheid. This heinous situation gives us the important responsibility of challenging one of white supremacy's most vital life lines.
- \* By boycotting this film we are saying "NO" to racism in South Africa and in the U.S. and wherever else it rears its ugly head.
- \* If, after seeing this movie, you still find it comic, we ask if you would equally enjoy a situation comedy about some bumbling, silly Jews and Germans set in the concentration camps at Dachau. Humour always has a context and a tacit agreement with social convention. We are questioning the social conventions of this country and South Africa where this movie has been shown with great success for several years.

<sup>RACIST</sup>  
"The Gods Must Be ~~Crazy~~" received rave reviews as a 'comedy'. Do you know what you are being asked to laugh at? The San people (a Black nation, otherwise known as "Bushmen") about whom this film is made, are one of the oldest civilizations on earth. The patronizing attitude toward them in this film is consistent with the most insidious forms of racism towards native people. This paternalism should be seen with the fact that the San people are nearing extinction now, in part because during the European colonization of South Africa, it used to be sport to hunt and kill them.

Sections of this film depict Black and Whites working harmoniously together as equals. This is not true: Blacks work for whites. The white minority population has access to all the privileges that South Africa has to offer, while Black people cannot own land, cannot choose their own leaders, cannot even vote. There are 4 million white people on 87% of the land and 25 million Black people who are forced to live on only 13% of the most arid land.

In order to enforce this gross inequality, the South African government rules by force. South Africa has a para-military police force and the largest army in Africa. But Black people do not passively accept the dictates of the South African government; they continually resist the system of apartheid. Thus the portrayal of the PAC, ANC and SWAPO (the names of the liberation groups in South Africa and Namibia) as inept and bungling is a rather cruel joke at the expense of people who are involved in a life and death struggle for their people and their countries.

This film enhances South Africa's international image and boosts the South African economy, thereby strengthening South Africa's role in the world. Right now, the United States government and U.S. corporations think South Africa is a great place to do business because of high profits and also because South Africa is regarded as a friend of the West! Racism doesn't bother them.

But by boycotting South African goods and South African culture, we can affirmatively say that, "APARTHEID HAS GOT TO GO". Boycotting goods from countries with policies abhorant to us has a long history in the US. And by boycotting these South African goods, you are taking an active stance against racism.

LET'S MAKE A CHOICE BY BOYCOTTING THIS FILM.  
SUPPORT PEACE AND SOCIAL JUSTICE-  
FIGHT APARTHEID HERE & IN SOUTH AFRICA