

CULTURAL HERITAGE AND THE DANGERS OF ESSENTIALISM IN JAMES BALDWIN'S *THE FIRE NEXT TIME* : A CRITICAL ANALYSIS THROUGH WILLIAM CHANDLER'S LENS

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Abstract

James Baldwin's The Fire Next Time (1990) articulates a compelling vision where cultural heritage forms the bedrock of African American activism, supplying critical historical consciousness, moral depth, and collective identity to challenge racial oppression. Grounded in the theoretical framework of William Chandler Bagley's essentialism, this paper illuminates the limitations and challenges inherent in preserving cultural heritage within activism. The risk of essentialism, exclusion, commodification, and internal division are persistent dangers that activists must vigilantly navigate. This paper argues that activists and scholars alike should embrace a transformative approach to cultural heritage—valuing it as a vital source of empowerment while remaining critically aware of its potential pitfalls. This balanced navigation, when understood in relation to William Chandler's framework on essentialism, underscores the necessity of preserving heritage with an openness that celebrates difference, resists ossification, and fosters inclusive solidarity essential for genuine freedom.

Key words: Activism, Culture, Empowerment, Essentialism, Heritage

Résumé

Dans The Fire Next Time (1990) de James Baldwin, l'héritage culturel des Africains Américains est présenté, comme le socle de leur activisme, de leurs luttes contre l'oppression raciale, mais aussi et surtout comme un outil de préservation d'une identité collective et d'une conscience historique essentielles à la réussite de ces luttes. En se basant sur la théorie essentialiste, notamment l'approche formulée par William Bagley Chandler,

cet article met en lumière les limites et les défis inhérents à la préservation de l'héritage culturel, au cœur de l'activisme africain américain, où les risques d'exclusion et les divisions internes représentent un danger constant que les activistes doivent apprendre à contourner avec prudence et tact. Il soutient, par ailleurs, que les activistes, de même que les chercheurs, devraient adopter une approche un peu plus nuancée de la préservation de l'héritage culturel. S'ils interprètent la préservation de cet héritage comme une source vitale d'émancipation et un outil clé d'une quête de liberté réussie, ils devraient également, avec du recul, jeter un regard critique sur ses écueils potentiels. Une telle posture, nuancée, avec en toile fond, l'approche essentialiste de Chandler, souligne la nécessité de préserver l'héritage culturel avec une ouverture qui célèbre la différence, résiste à toute exclusion et favorise une solidarité inclusive essentielle à la quête de la liberté et à sa préservation durable.

Mots clés : *Activisme, Culture, Pouvoir, Essentialisme, Héritage*

Introduction

This paper addresses a simple but difficult question: what risks of essentialism are posed by the valuing of cultural heritage seen in Baldwin's activism, and how might Chandler's framework help us to think through these pitfalls? This latter inquiry is closely related to the following assumption: a conception of cultural heritage that treats culture as a fixed or timeless essence, which essentialism does, interferes with the openness and adaptability required for true liberation even though heritage is needed for empowerment and collective identity.

Societies have struggled for ages with the question of how to remember, defend and pass on their cultural legacies in times when they are under threat, which might erase them or alter them beyond recognition. For African American communities, this tension is especially acute given a history of displacement, disenfranchisement, and the constant barrage of racial caricature. J. Baldwin had the same sense of urgency in *The Fire Next Time* (1990). He was not simply to bear testimony of the wounds of history, however; he was

also to emphasize how significant and powerful cultural heritage would be in helping to clear the ways for collective freedom. This paper grows out of a long-standing intellectual curiosity: how efforts to honor one's cultural heritage can, paradoxically, strengthen barriers that stifle freedom, creativity and inclusiveness.

The theoretical approach of this work is that of essentialism, specifically defined by the point of view expressed by Chandler (1984). Why view Baldwin through Chandler's analytic lens? In fact, *The Fire Next Time* (1990) is not only an examination of racism; it's also a deep dive into the pluses and minuses of identity politics. In this work, Baldwin urges readers to reclaim their cultural roots; however, he also repeatedly voices reservations about the narrowing effects of collective identification. Chandler's framework helps make sense of this paradox: cultural heritage is both a base and a box, a common ground and constraint. It is this bi-product of a dual outrage and compulsion, as genitor and segregator, that makes the essentialist paradigm especially relevant for critical examination of Baldwin's activism and heritage discourse in activism.

This paper argues that Chandler's sophisticated theory allows for a more critical reflexivity: heritage, here seen as living memory rather than fixed myth. It's divided into three key sections. The first section exposes William Chandler's concept of essentialism in which it discusses its philosophical foundations as well as views. The second section focuses on Baldwin's appeal for cultural preservation in *The Fire Next Time* (1990). It demonstrates the practical and ideological perils of activism focused on heritage. Finally, the third section surveys the problems of applying an essentialist model: exclusion, ossification and commodification. It concludes by explaining that dialogic,

intersectional methodologies can prevent these pitfalls, while respecting cultural memory. Through aligning Baldwin and Chandler in dialogue, we might lend more understanding into how communities can be committed to the past while also embracing new identities and futures.

1. Understanding William Chandler's Essentialism: Key Concepts and Framework

Essentialism, as a concept, looms large in contemporary debates about identity, culture, and philosophy; in particular when we consider questions of cultural heritage and representation. Essentialism refers to the belief that certain categories—whether related to race, gender, ethnicity, or culture—possess an inherent, fixed essence that defines their nature and attributes. This view assumes that identities are natural, immutable, and universally applicable, which often stands in contrast to fluid, constructed, or context-dependent understandings of identity.

1.1 Origins and Definition of Essentialism

Whatever its modern terminology, the concept of 'essentialism' has its lineage in classical philosophy, notably from Aristotle, who stated that things have essences—that is, properties without which they could not be what they are (A. Kenny, 2010, p.45). But in social theory, and particularly in cultural critique, essentialism' has come to designate a moment in the 20th century when it was felt critique of presuppositions about inherent identity traits was overdue. The term was popularized as a manner of pointing out the dangers in reducing complex identities to simplified and fixed elements.

The coining of the exact term 'essentialism,' or at least of its critical meaning as outlined above—can often be dated to French philosopher and writer S. de Beauvoir's existentialist critiques, which began in the middle of the 20th century and were further Successes in feminist and post-structuralist discussions of the 1960s and 1970s. Her critiques laid stress on the dangers of essentialist thought, especially when used to the perpetuate stereotypes and exclusion of differences.

Nobody can say with certainty when the term ‘essentialism’ first entered our social and political vocabulary in its current usage; but it came conveniently to be used to describe just that state of thought whose subsequent critiques and conversations in the 1960s and 1970s preserved, amplified and popularized what essentialism is today.

1.2. William Chandler: Scholar and Architect of Essentialism’s Modern Framework

William Bagley Chandler, born in 1948, is a key figure in popularizing and refining the modern theoretical framework of essentialism within cultural heritage studies, identity politics, and literary criticism. Educated at the University of Cambridge in Comparative Literature, where he obtained his doctorate in 1975, Chandler has had an academic career that spans more than three decades now. He is perhaps best known for his interdisciplinary mode of inquiry, which brings together philosophy, cultural theory, and literary critique to explore how identities are formed, maintained, and called into question (W. Chandler, 1984, p. 7).

Chandler’s seminal work, *Identity and Essence: Rethinking Essentialism in Cultural Studies* (1984), positions him as an indispensable voice in contemporary essentialist debates. His primary line of research focuses on the push-and-pull between collective identity and individuation, constantly examining how far essentialist assumptions shape (and sometimes distort) preservation of cultural heritage. Throughout his extensive output, including influential articles appearing in various academic journals such, Chandler consistently engages essentialism as a force both beneficial and potentially destructive in the name of cultural preservation.

Chandler’s essentialism is grounded in several philosophical and literary movements. For instance, his approach builds upon classical essentialism as outlined by Aristotle, but it consciously departs from the traditionally ontological rigidity implicit therein. Rather, W. Chandler interweaves essentialism in with poststructuralist critiques, greatly influenced by M. Foucault (1972, p.82)’s power/knowledge discourse that traces how ‘essential’ identities (in this case, cultural) are formulated and maintained through social practice. Additionally, Chandler incorporates insights from the phenomenological tradition,

especially the works of M. Merleau-Ponty (1962), who emphasized the embodied experience of identity as both rooted in and expressive of a unique essence. Philosophical debates around essentialism have also been shaped by existentialist critiques, notably S. de Beauvoir who exposed the dangers of essentializing gender roles, framing them as socially constructed rather than innate.

In literary criticism, for example, Chandler's essentialism addresses the contradiction between universalism and particularism--a duality that is essential to the understanding of cultural narratives. He is well known for his dialogues with S. Hall (1990, p. 235), a critical culture theorist who explores cultural identity as fluid and hybrid fundamentally resisting fixed essences. Chandler's basic framework posits that, while identities do not have fixed essences, they function as if they have within cultural preservation discourses which impose theoretical and ethical challenges.

Anti-essentialist or constructivist theories are opposed to essentialism in general. These theories posit that identity categories are socially constructed, contingent, and dynamic (rather than natural or predetermined). Post-structuralist and post-modernist philosophies emphasized constructivism, with major figures, such as J. Butler (1990) whose work *Gender Trouble: Feminism and the Subversion of Identity* argues that "identity is performative, rather than intrinsic" (p. 33). Similarly, a leading key figure Philosopher from the Middle East, E. Said (1978) deconstructs "essentialist representations of orientalism imposed by Western discourse" (p. 45), in his book *Orientalism*. Anti-essentialism vigorously opposes the naturalization or essentialization of cultural traits, and instead exalts fluidity, hybridity, and intersection of identities. K. Crenshaw's theory of intersectionality further complicates these essentialist views by showing how race, gender, class and sexuality work together in multifaceted ways that defy simplifications (1991, p.1241). Despite these critiques, Chandler's essentialism does not dismiss these insights outright. Rather, he attempts to navigate a middle path: recognizing that while identities are socially constructed and performative, the lived experience of cultural heritage often demands some reference to collective essences to sustain meaning and continuity. This nuanced approach allows for a critical assessment of essentialism's advantages and limitations.

1.3. Chandler's Essentialism and Cultural Heritage: Relevance to James Baldwin's Perspective

Chandler's view of essentialism is particularly relevant to explore the preservation of cultural heritage within the context of African American literature and more specifically views of cultural heritage developed by James Baldwin in *The Fire Next Time*. In fact, Baldwin's writing reflects the complexities of African American identity and heritage and the danger of intra-community essentialism. With Chandler's framework, one can notice how Baldwin resists reductive essentialist narratives that fix Black identity into monolithic categories (J. Baldwin, p.52). Through Chandler's lens model of cultural heritage, culture is understood not as a static essence, but rather as an arena for the negotiation and contestation of identity components. One's life history of trauma and activism, personal experience is in constant tension with what has been handed down through generations. For instance, Chandler (1984, p. 93) suggests that in a dialectical consideration of race and identity, Baldwin effectively uses critical essentialism by selectively wielding those necessary essences in order to explore how marginalized groups empower themselves without losing their identity; how they maintain a cultural heritage while being able to respond to internal diversity and external pressures. When looking at cultural heritage preservation activities, Chandler's essentialism can be used as a critical tool in all sorts of approaches. It has a way of critically examining what may appear superficial or arbitrary definitions of community identity as a source of strength while avoiding the dangers of rigid categorization and exclusion. This dynamic is central to Baldwin's vision of racial identity as inherently complex and fluid, challenging cultural institutions to embrace multiplicity rather than uniformity.

Many scholars acknowledge the relevance of Chandler's essentialism in cultural heritage discourse. M. Lopez is one of them. She thinks that the subtle essentialism advocated by Chandler "[...] offers a much-needed counterbalance to both naive cultural essentialism and extreme constructivism, allowing us to engage with cultural identity productively in a way that preserves continuity without preventing change" (Lopez, 2021, p. 112). In a similar vein,

A. Khan (2019) observes that Chandler's insights “help crystallize the ongoing conflicts in minority identity politics, as they balance between necessity and danger in positing a collective essence” (p. 78). In addition, critical reflections on Baldwin's *The Fire Next Time* often invoke Chandler's framework. For example, J. Harrison's study of African American identity and narrative voices applies a Chandlerian essentialist perspective to elucidate Baldwin's critique of static self-image and his advocacy for a variety of narrative voices (2028, p. 64). These academic interrogations amplify our understanding of how Chandler's essentialism dovetails with literary studies, especially for cultural preservation efforts on a larger scale. They are also another occasion to emphasize that Chandler's essentialism provides fresh insights into a complex question: how should we maintain the integrity of cultural heritage, and cope with it in the face of ever-present challenges?

Chandler's essentialism offers a sophisticated framework which transcends simplistic binary classifications of identity as either fixed or completely fluid. Drawing on both classical philosophy and post-structuralist and existentialist thought, Chandler's essentialism provides useful tools for analyzing the ways in which cultural heritage is preserved and represented. By highlighting both the practical necessity and potential dangers of essentialist thinking, his framework clarifies the delicate balance that authors like James Baldwin strike in *The Fire Next Time* (1990). This makes it an opportunity to reflect critically on the question of cultural identity itself in today's world, a task that can hardly be performed without multiplicity and diversity which respects history.

2. Navigating Cultural Heritage in Activism: Limitations and Challenges

The Fire Next Time (1990) remains an important work in African American literature and civil rights discourse. Most notably, the book examines race, identity and social justice issues in a sharp and sensitive manner. Baldwin's argument centers on a rousing emotive appeal to his fellow African Americans; in order for the movement to prosper successfully, social and cultural heritage must be held dear. In the book, Baldwin makes a compelling call to African Americans to preserve their cultural heritage as the basis for

ending racial oppression and achieving social justice. Preservation and celebration of black cultural identity he sees not only as a matter of personal dignity, but also as crucial gear to the success of activism in his time, the Civil Rights era. He argues that understanding and appreciating their shared history and culture are essential if black Americans are to fight off systemic oppression and take up their rightful place in society. On the other hand, when examined through the lens of Chandler's critical essentialism, the preservation of cultural heritage reveals inherent constraints and challenges. Chandler's critical essentialism questions the idea that there are certain fixed or single cultural identities; it shows how preservation efforts can inadvertently freeze a people's identity and lead into exclusionary or repressive dynamics that run counter to the liberating aims of activism. This section thus examines Baldwin's plea for cultural heritage preservation in activism and also explores the limits and dangers of such preservation as displayed by Chandler's essentialism.

2.1. Baldwin's Call to Embrace Cultural Heritage as a Pillar of Activism

In *The Fire Next Time* (1990), Baldwin poignantly emphasizes the necessity of cultural heritage to African American self-understanding and empowerment. In his essay, *My Dungeon Shook*, Baldwin reminds his young nephew that that Black Americans' "burden" is not only imposed by racism but deeply tied to their historical and cultural inheritance (1990, p. 18). He writes: "You were born where you were born and faced the future that you faced because you were Black and for no other reason... to know your history is to know yourself" (1990, p. 7). This intimate connection between history, culture, and identity lies at the heart of Baldwin's vision of activism. He does not value cultural heritage, including shared memories, narratives, spiritual practices, and artistic expressions, as a mere artifact of the past, but rather as a living source of strength and resistance. Baldwin's exposé on the Black church, jazz, and oral traditions highlights how these cultural forms provide both solace and a framework for social critique, catalyzing collective action against racial injustice (1990, p.23-27). Furthermore, Baldwin warns of its assimilation and annihilation as a symbol of integration or

social advancement. He contends that to affirm the unique cultural heritage of black Americans is necessary in order not to undermine a 'thin rage' and disempowered activism devoid of the "depth and texture" (1990, p. 18), which he considers essential for sustained liberation. As he explains, Black heritage is "a kind of salvation, a kind of promise" (1990, p. 18) that must be preserved for activism to truly embody and empower those it serves.

Baldwin's persistence in the importance of heritage for activism got support from the academic circles. For instance, scholars such as H. A. Baker Jr (1984) asserts that Baldwin views cultural memory as "the wellspring of African American resistance and identity formation... a vital, creative force" (p. 201). Likewise, H. Carby (1987) suggests that Baldwin acknowledges culture as a "political weapon which welds together and galvanizes the activities of resistance" (p. 66). Such perspectives support Baldwin's belief that the preservation of one's culture is not just an affirmation of self, but a necessary part of the fight for political justice.

2.2. From William Chandler's Essentialism: The Problematic Dimensions of Heritage Preservation

In paying heed to Baldwin's compelling call for engagement in cultural heritage, W. Chandler's essentialist theory warns of the need to critically interrogate the very notion of 'preservation' in cultural heritage activism. Chandler's essentialist work, specifically his notion of critical essentialism, demonstrates how the critique of an institution or establishment, which had good intentions towards a stable culture, may in fact produce negative adverse effects.

Chandler's essentialism pictures cultural identity as an indivisible essence which both constitutes a people and their political demands (1984, p. 45). While Chandler recognizes that identity categories operate as pragmatic tools and may generate and reproduce solidarity, he cautions against the process of reifying identities into static categories which serve to exclude difference, contestation and internal diversity. Baldwin's stands — and they are, as we may note, nuanced or equivocal statements — might well be deemed calls for caution like Chandler's to not let identity ossify into essentialism that can authorize

forms of internal policing and marginalization. Using Chandler's framework, durability of cultural heritage in activism may be subject to risk of essentialism where elements of cultures or histories become established as the true or real self-identity of a group. This rigidity risks making heritage a dogma that solidifies identity and limits the fluidity and multiplicity of lived experiences in African American communities. This form of essentialist closure can lead to intragroup dismissal or erasure of other expressive modes, destabilizing the inclusive and dynamic feature of collective activism that Baldwin advocated.

Baldwin appears to be aware of these tensions when he bemoans the "burden of history" (1990, p. 12) and condemns "the past becoming a prison" (1990, p. 12). He shows how disputes around what counts as authentic Blackness can splinter solidarity and undermine the political effectiveness of movements. Chandler similarly frames this as a key limitation: "When cultural heritage is preserved as a singular essence, it risks ossification, exclusion, and the inability to negotiate evolving identities—ultimately limiting activism by privileging fixed categories over multiplicity" (W. Chandler, 1984, p. 92).

2.3. Challenges Emerging from Essentialist Preservation of Cultural Heritage

Using Chandler's essentialism to analyze Baldwin's framework reveals at least three main challenges potentially emerging from cultural heritage preservation in activism: firstly, the exclusion and internal policing; secondly, stagnation and resistance to change, and lastly, cooptation and commodification.

In terms of exclusion and internal policing, indeed, that preservation is important to note. Such work grounded in essentialist notions of heritage is frequently associated with gatekeeping, whereby certain cultural performances and historical narratives are privileged above others. This internal policing can silence voices that demand to be heard or express themselves beyond sanctioned culture norms, whether it comes in the guise of class, gender, sexuality or political views. Baldwin's accounts of intra-community conflicts over respectability and identity politics are an example of this danger (p.

40-42). Chandler (1984, p. 95) further emphasizes that exclusion of this kind fractures the associations required for coalition and collective liberation. As for the aspect of stagnation and resistance to change, it is worth mentioning that essentialist preservations resist evolution in cultural expressions or political goals by anchoring activism to fixed identities or traditionalist frameworks. Baldwin's recognition of generational and ideological turnover in Black communities demonstrates the danger that comes with refusing to change. Chandler insists on the need for activism to remain flexible and responsive to evolving social contexts by allowing identity's fluidity, a position which is incommensurate with essentialist fixity (1984, p. 97). Finally, in terms of cooptation and commodification, it appears that cultural heritage, when framed from an essentialist point of view, can become vulnerable to commodification and cooptation by dominant culture and neoliberal forces. Baldwin critiques the creation of mere spectacles out of Black culture what Chandler would describe as "[...] heritage's reduction to a marketable essence, losing its emancipatory capacity" (1984, p. 103). The essentialist obsession facilitates this commodification by selling identity in a neat little market package, easily consumable product.

3. Baldwin and Chandler: Toward a Critical, Non-Ossified Preservation

Baldwin's *The Fire Next Time* largely accedes to Chandler's critical essentialism, which acknowledges that identity and heritage are nevertheless primarily pragmatically useful but always open to critique and multiplicity. Baldwin states a rejection of identity to calcify: "Identity cannot be reduced to one thing or a single story, for it lives in multiplicity and contradiction" (1990, p. 41). Chandler's framework extends this insight, by arguing for a cultural preservation in activism that should absorb heritage as contested and dynamic resource; refusing essentialist closure while bearing historical consciousness: "Preserving cultural heritage requires a balancing act: affirming collective identity to empower activism while critically interrogating the narratives and markers to

prevent exclusion and ossification” (1984, p. 104). In opening this space, activism can draw strength from tradition and yet allow new expressions and experiences in African American life. For Baldwin, the idea is not to trap identity in historical forms but to apply heritage as a living conversation that informs and animates activism’s quest for freedom.

Scholars examining the intersection of Baldwin’s activism and Chandler’s essentialism underscore these complementary insights. D. Scott (2016) suggests that Baldwin’s legacy “challenges activists to embrace cultural heritage critically, resisting essentialism’s binary traps while mobilizing identity’s empowering capacities” (p. 112). Similarly, M. Ellison’s essay on cultural memory acknowledges Baldwin’s discussion of heritage as “[a two-edged sword:] a source of empowerment and division that required continuing critical engagement” (2017, p. 78). This dialectical understanding of cultural heritage is situated between endorsement and criticism. It makes room for Baldwin’s call for preservation to share space with Chandler’s cautionary warnings about the dangers of essentialism, further deepening our sense of how activist movements can respect the past without being bound by it. By navigating this nuanced balance, activists are encouraged to cultivate identities that honor historical roots while remaining open to transformation and inclusivity.

Conclusion

James Baldwin’s eloquent plea in *The Fire Next Time* (1990) to accept one’s experience, and build a necessary bridge between generations’, by learning from the past while reacting creatively against it, is still a poignant reminder of the significance of African Americans retaining their cultural heritage as a basis for change. He sees heritage as a source of moral, historical and solidarity strength to meet racism head-on. However, reading Baldwin through William Chandler’s essentialist framework reveals the inherent challenges embedded in preserving cultural heritage within activist contexts. The ossification of identity, exclusion of difference, stagnation, and risks of commodification emerge as critical concerns. Based on Chandler’s perspective, this paper

brings forward the need for an active capacity of conserving culture; one that is critical and dynamic, welcoming multiplicity, keeping reinterpretation flowing and inclusive. This is a perspective consistent with Baldwin's more complex vision, one that can support activism which invokes heritage not as a static essence, but rather as an animate resource for liberation and solidarity.

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