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Class, Identity, and Social Mobility: A Neoliberalist Analysis of The Sellout (2015) by Paul Beatty

Rizwana Iqbal

Lecturer in English, Department of English Literature and Linguistics, Iqra National University, Peshawar. Email: rizwanaiqbalawan@gmail.com

Irfan Ullah Khan

Assistant Professor, Department of English, Edwardes College, Peshawar cantt, Khyber Pakhtunkwa, Pakistan. Email: Irfanecp1980@gmail.com

Muhammad Ilyas

M.Phil English Scholar, Northern University Nowshera. Email: Ilyasccie@gmail.com

Abstract

This research paper aims to analyze the narratives of Paul Beatty's satirical novel *The Sellout* (2015). This study analyzes the novel's insights about the context and factors such as class, identity, and neo-liberalist theory. The implications of Beatty's novel are explained here, referring to how the author offers and questions the possibility of the protagonist being able to restore segregation and slavery in an area of Los Angeles. It is posited in this paper that Beatty uses satire to analyze and condemn the ideas of neoliberal self-making, meritocracy, and racism. The work provides an insight into how the novel subverts the notion of selling out in a capitalist culture that commodifies even individual selves. In order to make this argument, this paper will analyze how Beatty portrays the protagonist as behaving paradoxically, working to save his community through racist institutions but simultaneously contributing to their perpetuation. These conclusions point to the erasure of neoliberalism's failure to address race and racism and mainstream Blackness in the current American society in *The Sellout*.

Keywords: Paul Beatty, *The Sellout*, neoliberalism, racial identity, social mobility, satire, class structure, commodification, colorblind racism

Introduction

Paul Beatty's *The Sellout* (2015) is a winner of the prestigious Man Booker Prize; it is a relentless satire on race in today's America. The protagonist of this novel is an unnamed man called 'Me,' living in the fictional and rural-alluvial ghetto of Dickens that is situated on the outskirts of Los Angeles and tries to restore Black supremacy and slavery (albeit the voluntary one in this case, performed by a

former child star) in order to save his community that has been wiped off the map. This outrageous premise becomes Beatty's means of probing into race, class, and identity regarding neoliberalism that emerged in the American context towards the end of the twentieth century (Ali et al. 2016; Iqbal et al., 2021; Javed Iqbal et al., 2021).

Since the '70s, a social narrative has dominated the ways that race is talked about progress and opportunity in the United States: neoliberalism. The claim about free individuals achieving their potential and being independent of race or color means that structural oppressions are less easily seen since they are veiled with sinful-invigorating narratives of individual ability or lack thereof. This paper aims to study how this novel contributes to the emerging postmillennial discourse in response to such neoliberal tropes in terms of both content and writing style (Khan et al., 2020; Sabir et al., 2021a; Ullah et al., 2021).

The relevance of this work is located in the specific focus on the given modern texts' roles of reflecting and subverting reigning ideologies defining American racial and class relations. As such, this paper aims to engage in a neoliberalist reading of *The Sellout* to enhance literary scholarship's current discourses about race and political economy in the post-millennium period. In addition, the research questions are as follows:

- a. **How does Beatty's novel unsettle neoliberal discourses of mobility and choice?**
- b. **How does the protagonist 'selling out' blur the boundaries regarding racial identity and the race and consumerism debate?**

This paper explores how the novel's satirical elements bring out the contradictions in neoliberal policies to race and racism.

This paper maintains that it is the wake of a work that effectively subverts neoliberalism by revealing the inefficiency of liberal approaches to racism and by progressively universalizing that race is also part of the neoliberal commodity exchange system. Thus, in presenting a critique of the neoliberally constructed narrative of progress and colorblindness through analysis of Beatty's narrative and characterization and a re-reading of the satire in the novel, the research explicates the role of the novel in revealing the contemporary ideologies that perpetuate racial inequality.

Literature Review

Neoliberalism and Racial Politics

There has been an overemphasis on analyzing neoliberalism, specifically in racial politics. In his book, *A Brief History of Neoliberalism*, David Harvey (2007) provides the context by which neoliberalism exacerbated and did not contain social inequities. As Melamed (2011) develops from Harvey's thesis, neoliberalism has institutionalized racism and restructured it as culture, not structure. Thus, she calls it neoliberal multiculturalism, which recognizes black people while eliding their socio-historical oppression from relations of power (Sabir et al. 2021b; Ullah et al. 2020).

Giroux goes on to explain how, through introducing the discourse of neoliberalism, all talk concerning race is discursively shifted from public good and enlightened responsibility to that of individual preference and choice (Gilmore, 2007). This change, according to him, allows for the whitewashing of racism because it gives the illusion that the observed ethnic inequities are due to self-choices, not system-imposed discrimination. In the same way, Goldberg's (2009) 'racial neoliberalism' captures how new ways of governing pin race to the market and denote post-racialism at the same time.

Fordham and Ogbu (1986) explore how neoliberalism has become 'racially relevant' through the formation of 'racialized subjects,' thus agreeing with the idea that race and neoliberalism are co-constructions. Their work reveals how racism in a neoliberal form criminalizes race, hence justifying racial disparities as a result of... culture or lack of effort. This perspective is helpful when it comes to understanding Beatty's protagonist, whose activity undermines such particularizing stories (Sabir et al. 2021c; Ullah et al., 2021).

Satire and Racial Critique

Hybridity, postmodernism, and satire are themes of irony that characterize African American literature in its attempts to break through the barriers of race. Dickson-Carr's (2001) work is a thorough area study of Satire in Black American novels concerning both nineteenth-century and contemporary African American writers, showing how satire became a tool to depict racial injustice and fight against racism. He describes the "sacredly profane" nature of Black satire that puts out messages in violation of America's social characteristics as far as race is concerned (Shah et al., 2020).

Frye (2020) discusses how African American satire in the postmodern period deconstructs and challenges the raced signifiers through the absurdity of racial

politics and exaggeration. Albert's work would help elucidate what kind of satire Beatty uses because Beatty's work also heavily relies on exaggeration and absurdity as the primary means to highlight the problem of race relations in the United States.

The authors of the article under analysis, Wang and Xu (2024), offer a brief analysis of the aspects of satire in Beatty's *The Sellout*, as the latter uses what Coleman calls "offensive humor" to address the myth of racial progress in contemporary America. Thus, she claims that, while reading Beatty's comedy as an attempt at humor, one gets the feeling that it is a form of fear-mongering, in a way, to make readers think about race equality in America as an active problem that is ignored by liberal discourses (Ullah, Ali, & Khalid, 2017).

Racial Commodification and Authenticity

They have explored how race has been sold and marketed under the regime of a globalized neoliberal capitalistic society. Bakhtin (1984) discusses the recasting of Blacks and the sinister earnestness of Blacks into a status symbol and commodity culture for whites in America, which she describes as eating 'the Other.'

Globally, Hooks (2014) discusses the notion of 'spectacular consumption of Blackness', which deals with the manner in which racial authenticity is sold in global popular culture. Their work captures the complexity of the position of a Black subject who is required both to sell race and, at the same time, be genuine (Onwumehili, 2023).

In light of this, Gilroy (2000) frowns at what he terms as 'racial essentialism' in the marketplace and the reduction of Blackness into a cartographical. This is especially true when it comes to the critique that he has given on the commercialization of racial identity since it helps to give sufficient background to Beatty's treatment of the perils of selling out in the novel.

Studies on *The Sellout*

Despite the novel attracting such a great deal of critical reception since it was published, scholarly studies on the novel focusing on neoliberalism remain relatively scarce. Chrzczonowicz (2025) explains how Beatty uses exaggeration in his satire as a weapon to show that race remains a significant issue in the current society, contrary to the neoliberal discourse. Here, he claims that since the novel is focused on the idea of segregation, the authors try to give the reader a glimpse of racism as a factor that determines income inequality and other aspects of life.

In his article about *The Sellout*, Kębłowska-Ławniczak et al. (2025) investigate how the novel under consideration undermines the idea of racial advancement

within the framework of neoliberalism by depicting a protagonist who refuses integration to achieve equality. Her analysis aims to express Beatty's novel as a source that denounces neoliberal multiculturalism for representing diversity in the form of cultural difference as a commodity and ignoring the systems of oppression. The novel's only scholarly analysis of space and geography is adopted by Eschmann et al. (2023), and the author suggests that the fictional Dickens described by Beatty reflects the space resulting from neoliberal policies that have produced spatial apartheid in American cities in the name of multiculturalism and inclusion. This spatial representation interprets the location and firmly relates the experience of the novel to the changes in the political economy of America's cities. Although *The Sellout* focuses on these issues superficially, the present work fills the void in the scholarly discussion of how the novel unambiguously lampoons those ideas of neoliberal upward mobility and personhood. In light of this, this study aids in elaborating on Beatty's satirical approach to postmodern political and economic discourses based on this analysis of the novel's central themes.

Theoretical Framework

This research adopts critical race theory, neoliberal critique, and the theory of satire as the theoretical foundation for analyzing Beatty's novel. This cross-disciplinary approach facilitates an integrative analysis of *The Sellout*, considering its relation to the discriminant matrix of race, rank, and humbler state in modern America.

Critical Race Theory (CRT)

Appreciating CRT can help illustrate how *The Sellout* approaches and interacts with matters concerning race in America. CRT was founded by scholars such as Derrick Bell, Kimberlé Crenshaw, and Richard Delgado, and it postulates that race is of the essence in American society as well as rejects the idea of neutrality or objectivity when it comes to race or color blindness in legal or social contexts. All these points relate to the following concepts from CRT:

Bell's (2018) theory of interest convergence provides insight into the novel's skepticism towards liberal integrationist policies, stating that white Americans only support racial justice when it benefits them.

Social realism: Bell's 2018 idea that racism is permanent offers background on how civil rights cannot exterminate racism, which makes sense of the protagonist's extremism.

Disadvantages of liberalism: CRT's skepticism of the liberal propositions of non-racialism and meritocracy provides a conceptual lens through which to understand

how Beatty's novel deconstructs neoliberalism's solutions to racism and discrimination.

Neoliberal Critique

The analysis relies on scholarly critiques of neoliberalism to understand what messages Beatty's novel offers regarding these dominantly ruling economic and social orthodoxies.

Neoliberal Rationality: Adopting Brown's (2015) notion of neoliberalism as a political rationality that permeates and deploys markets across social life, the novel's characters' management of identity and community is understood through the market paradigm.

Racial Neoliberalism: Goldberg's (2009) concept of how neoliberalism promises color-blindness while simultaneously reasserting the color line is the theoretical tool that will help us understand the novel's critical stance on the concept of 'post-racial modernity.'

Hartman (2025) describes the neoliberal process of privatization of responsibility, elaborates on how neoliberalism severs the connection between human agency and structure and helps in analyzing the novel's satirical portrayal of the protagonist's efforts to tackle a structural issue.

Methodology

This study uses a qualitative approach through text-focused analysis of Beatty's novel, supported by the historical, social, and economic contexts that embrace the work. The paper adopted critical literary criticism fused with cultural analysis to determine how *The Sellout* navigates through the ideas of race, class, and identity to reflect on neoliberalism.

Close Textual Analysis

The primary research approach of this study is descriptive research that entailed textual analysis of *The Sellout* while highlighting the following features:

Decision-Making and Personality: Analysis of how Beatty's technique of using the first person point of view as the protagonist narrates and discusses his actions and those of society in an ironic and satirical manner.

Identifiability: The definition of the major characters, especially "Me," Hominy Jenkins, and the protagonist's father, in relation to how their progression can be in or against the grain of neoliberalism and subjectivity.

Compound Spatiality: This is a consideration of how Dickens, as a physical and social geography, encapsulates the impact of neoliberal policies and its erasure from the city map as a way of writing Black people out of the city.

Satire: General definition and specific examples of the use of the employed satirical tools, such as exaggeration, irony, oxymoron, and reversal, in the given novel and the way they work to deconstruct neoliberalism.

Postmodernism: Review how Beatty uses and engages other texts, history, and culture and how the references are conducive to the postmodern critique of progressive racism.

Neoliberal Critique

Beatty's book gives messages about ruling orthodoxies in economics and society through scholarly analysis of neoliberalism.

Based on Berlant's definition of neoliberal rationality as market-based political logic spreading across social domains (2011), the book portrays character interactions regarding identities through market logic.

Goldenberg's (2009) idea of racial neoliberalism will help analyze the novel's critical stance toward 'post-racial modernity' by showing how neoliberalism claims color-blind policies but sustains racial discrimination. Harvey's (2005) privatization techniques of responsibility in his book will allow us to analyze how the novel demonstrates satire when the protagonist attempts to address structural issues.

Theories of Satire

The text analyzes Beatty's story by relying on the theories of satire.

Through his practice of Juvenal satire, Beatty expresses deep pessimism and moral outrage to highlight his hostile position about racial relations in the United States.

The article employs exaggeration in line with Griffin's (1994) study on satirists who utilize exaggeration to show hidden truths in their analysis of hyperbole so Beatty can mock present-day Race Relations. According to Bakhtin (1984), Beatty explores different philosophies about racism through an experimental sequence in his novel.

The theoretical framework serves as a tool to study how the narrative subverts neoliberal concepts about race, social class, and identity structure. The research analyzes these methods to understand how the novel implements complex challenges against present-day racial politics and race-mobility structures.

Textual Analysis

Community Identity and Erasure

Readers witness how groups react to their disappearance through *The Sellout* by creating community-based identities. Neoliberal municipal policies that optimize

economic growth replace historical Black identities with physical map elimination, thus removing Dickens from the city boundaries. According to the protagonist, "identity crisis had become the modern American psychosis in these serial-killer times" (Beatty, 2015, p. 150), indicating that unstable community identities impact both personal and collective society members.

The main character develops a plan to reconstruct collective identity by using distinct boundary lines between groups. The establishment of the Wheaton Academy for Colored Children from the former Chaff Middle School serves as more than an attempt at resegregating history since it provides Black people with proper spaces to build collective identities independently from white oversight. The segregation project I described has nothing to do with the reintroduction of segregation in the past. My main goal here focuses on maintaining suitable positions for everything. According to Beatty (2015, p.185), there are times when individuals require clear limits. The author implies that marginalized communities require specific boundaries to create and protect their cultural identities while facing threats of obliteration.

Through the novel, Beatty introduces multiple conflicting methods for consolidating collective Black identity, which include Foy Cheshire's sanitized historical rewriting of the Black Psychology Association's academic theories and the central character's separatist segregation practices. According to Beatty, the competing approaches demonstrate that an ideal model for collective Black identity cannot sufficiently handle contemporary racial and political realities. The novel shows that identity development runs as a dynamic argument between different factors rather than being a final outcome while opposing neoliberal perspectives about identity as personal choices or market purchases.

Social Mobility and its Discontents

Education and the Myth of Meritocracy

Through *The Sellout*, the author betrays neoliberal beliefs that education is the foundation of social climbing. Through its depiction of Chaff Middle School and its transformation into the Wheaton Academy for Colored Children, the novel demonstrates that schools frequently uphold social hierarchies without confronting them since they preserve the misconception of opportunity through merit.

The initial scenario shows Chaff Middle School as a facility that presents educational inequality in deceptive forms, while its administrators call it an integrated environment. The school is an integrated facility only in name but operates as a storage center where disadvantaged students receive minimal educational advancement opportunities. According to the protagonist "Chaff

Middle School presented itself as a struggling pilot school whose student population consisted of 80 percent black students together with 19.6 percent Latino students and 0.4 percent remaining students from different cultural backgrounds" (Beatty, 2015, p.194). The school population clarifies that official integration policies primarily maintain separate living spaces for wealthy and poor groups in different areas.

Through his character, Principal Charisma, Beatty criticizes educational reform movements by using the no-excuses approach, which is prominent in neoliberal education philosophies. Through her burning declaration, Principal Charisma tells students that their potential knows no boundaries. The school's physical environments contradict the empty statements voiced by Principal Charisma (Beatty, 2015, p. 195). People in this scene understand that individual success stories work to hide institutional obstacles yet assign all responsibility for achievement to the students.

This character chooses to establish segregation at the school, demonstrating a total rejection of the meritocratic performance-driven structure. Through this reconfiguration, the school becomes "for Colored children" because I fully recognize the practical segregation existing in the education system. Settlement education under explicit segregation causes a troubling contradiction that questions the liberal argument about integrating schools, according to Beatty. Through his commentary, the protagonist declares that perhaps "separate but equal" arrangements were not as unfavourable as commonly believed (Beatty, 2015, p. 197).

Roy Beatty demonstrates through the improved school performance that segregation does not necessarily support segregation as a governmental policy because students must conform to white social norms. Students attending fully Black-oriented institutions avoid the situation described by Fordham and Ogbu (1986), where academic excellence equated to racial disloyalty. Through its success, the segregated school breaks down neoliberal educational models, which focus on individual achievement independently from racialized educational expectations.

Class Divisions within Black Community

Through *The Sellout*, the author examines social distinctions among African Americans, which make simplistic notions of racial unity fall apart. The novel demonstrates complex systems of class segregation at Dickens by showing how neoliberal views about social mobility separate successful from unsuccessful members within underprivileged communities.

Foy Cheshire portrays a segment of the Black middle class which gained some social advancement through career achievements while conforming to traditional white social standards. Through his roles as a civil rights activist and author, Cheshire has developed status by taking the essence of black identity to white mainstream audiences while removing offensive content from classics.

The central disagreement between the two characters reflects their different background statuses because Cheshire represents an established middle-class wealth. At the same time, I stand as a working-class member who remains close to community streets.

The protagonist answers Cheshire for challenging his segregation plan by saying, "No... you fought for my right to pay taxes, get caught in the system, and spend the rest of my life trying to understand my private healthcare options" (Beatty, 2015, p. 184). The dialogue illustrates how formal equality from civil rights wins now exists within neoliberal structures, which do not provide genuine economic assistance, thus generating a divide between system navigators and those left behind.

Academic elites at the Black Psychology Association meeting use their theoretical discussion on race, which fails to connect with actual community realities. Observing scholars in "clear designer frames, button-up shirts, sensible shoes" (Beatty, 2015, p. 218) shows the protagonist how class distinctions separate the professional black middle class from their studies' subjects. However, the scholars claim to stand together as one race.

Beatty makes a critical statement about Black identity universality while testifying the many differences within Black communities based on economic status. The story implies that neoliberal pathways to social advancement have established professional groups of Blacks who frequently collaborate better with white power brokers than with racial underdogs. The intricate character representation escapes both political views, which either dismiss racism through Black-affirming stories or reduce Black people to a uniform collective of disadvantages.

The Geography of Opportunity

The Sellout maps the spatial dimensions of social mobility, showing how geographic location fundamentally shapes access to opportunity. The novel reveals how Los Angeles exists as a development setting featuring disparities between areas that determine social standing beyond the individual stories of self-empowerment presented in the novel.

The spatial division between Dickens and other nearby districts exposes the geographic discrimination in the location. The protagonist experiences a dramatic shift in life opportunities during his journey to Santa Monica because the area makes his worry levels spike as he gets nearer to the beach, regardless of what he forgets each time.

Flou observed the sign saying "Coming soon to a Ghetto near you: Dominguez Hills Farms" in 2015 (Beatty, 2015, p. 43). This section describes the challenges of geographic boundary crossing because affluent areas present economic opportunities to minorities while simultaneously monitoring their activities.

The geographical exclusion reaches its peak when authorities remove Dickens entirely from official records, thus literally diminishing a disadvantaged community. Fundamental spatial transformations through American urban development practices resemble the cartographic process shown here by removing Black communities during economic redevelopment. According to Beatty's 2015 work, the protagonist depicts how Dickens was not the first community to suffer this fate since removing entire cities from the West Coast occurred when typesetting mistakes resulted in misspelt names (p. 51). The statement critiques neoliberal urban policies that conceal displacement as natural economic evolution while establishing that these decisions are based on arbitrary power dynamics.

The protagonist uses his farm to resist geographical constraints by making valuable land productive where it has been declared useless. The high-quality produce farming operation at Me disrupts widespread beliefs regarding what can be achieved in impoverished areas. Marijuana cultivation serves as the farm's economic foundation. However, it reveals these areas' insufficient legitimate economic prospects and concretely illustrates that geographic limits control even rebellious actions.

Beatty's spatial patterns dispute neoliberal beliefs about strengthening opportunities since he shows how the environment affects resource availability. The story argues that significant social mobility happens by tackling spatial inequality instead of pushing people away from their disadvantaged areas, which matches the principles of abolition geography described by Ruth Wilson Gilmore (2007).

Conclusion

Summary of Findings

The present study analyzes Paul Beatty's *The Sellout* by applying neoliberal critique methods to investigate the novel's interaction with prevailing racial, social, and identity beliefs in current American society. Textual analysis of the research reveals crucial insights that the study has identified. The novel uses satire to uncover the internal conflicts between neoliberal racial inequality policies, which insist on personal accountability against continuing systemic challenges.

In a satirical expansion of neoliberal principles, the protagonist performs a paradoxical action that displays how personal solutions cannot address community-level problems.

Racial identity exists completely as a market commodity in the era of neoliberal capitalism because various characters continuously market-value it. Beatty demonstrates the transformation of genuine expressions of racial identity into marketable assets through his characters Hominy Jenkins and Foy Cheshire, who enter different industry sectors, including entertainment, academics, and political realms.

The novel explores neoliberal spatial politics by showing how officials wiped out Dickens and how its protagonist chose farming resistance. The novel demonstrates how different locations determine which opportunities are available to people no matter what individual efforts said people make.

Through paradoxes and inversions in his writing, Beatty confronts a simplified worldview about racial progress to make readers rethink their ideas regarding integration,, segregation, and racial authenticity. The book reveals an intriguing paradox between actual segregation, which yields positive results rather than pseudo-integration, by demonstrating various limitations in liberal methods for racial equity work.

The novel describes identity development through an intricate balance between pre-determined circumstances and personal freedom in opposition to independent self-shaping and absolute resistancelessness.

Theoretical Implications

The findings lead to significant theoretical observations regarding the literature's interaction with race and neoliberalism in present-day America.

Through his literary satire approach, Beatty reveals that books expose critical fissures that hide within dominant thought systems and otherwise stay invisible. The novel takes neoliberal concepts to unreasonable limits to expose how supposedly colour-blind strategies recreate racial inequalities by neglecting their racial elements. Literary satire presents itself as an essential method for ideological analysis through which racial complexities get revealed before common direct critiques run out of options. The novel demonstrates how identity operates under capitalist neoliberalism by depicting racial commodification.

In his work, Beatty creates a sophisticated model of racial identity commodification that shows how people interact with authentic racial performance marketing to gain some control in the commercial framework.

The detailed depiction in this portrait confronts two opposing perspectives regarding total commodification and market-driven diversity progress. Through spatial analysis, *The Sellout* helps explain how race functions within the conceptual framework of neoliberalism. Beatty illustrates racial capitalism's dual character through his depiction of how Dickens disappears from maps while its population remains racially separated. The approach developed by *The Sellout* supports existing geographical theories about racial inequality production and spatial competition, which stem from Ruth Wilson Gilmore and Clyde Woods.

The author's complex handling of segregation in the story creates new quandaries for understanding racial integration processes. Through his presentation of cases where segregation could lead to benefits, Beatty challenges both colourblindness supporters and proponents of integration without economic equality. In his work, the author makes an incendiary statement to advance inquiries into racial space that balance power over community decisions with principles of equality.

Limitations and Future Research

The analysis provides a broad scope but contains restrictions that lead to research areas for the future. The novel's analysis builds its strength through revelations about neoliberalism, yet this strategy fails to encompass Beatty's satirical literary approach. Future studies should analyze the way *The Sellout* employs ideologies such as Afropessimism and Afrofuturism and diverse radical Black perspectives which challenge liberal assimilationist and conservative individualistic approaches. The Booker Prize win allows scholars to examine various critical interpretations of *The Sellout* across multiple national contexts with unique racial development patterns and neoliberal economic trajectories.

Research must extend beyond *The Sellout* to include present-day satirical works of neoliberalism authored by Ishmael Reed, Percival Everett, Colson Whitehead, and Fran Ross. Multiple text analysis would expose the main satirical methods that combat neoliberal struggles for power.

The novel emerged in 2015 before Trump's presidency promoted white nationalistic tendencies and the racial equality protests that sparked up after George Floyd's death. Studies should assess how the commentary in the novel has changed since its publication year to estimate its current effectiveness at addressing race politics.

Practical Implications

Through academic examinations, this study provides several practical solutions to explore racial disparities and develop solutions for active problems in America. The analysis from Beatty demonstrates that neoliberal racial improvement needs new policy frameworks dedicated to dismantling structural barriers to inequality. The novel's satirical narrative shows how racial order arises from colour-neutral policies since proper racial justice efforts must accept racial identities rather than dismiss them.

The book studies how diversity initiatives using market-based factors with racial distinctions fail to address current power imbalances. Real meaningful inclusion requires fundamental system modifications that decide which communities will receive value despite the presence of different groups.

The book demonstrates through spatial analysis that racial equality needs equal opportunities for geographical positioning to become a reality. The novel highlights how gentrification and urban renewal disrupt supposedly priceless communities through community dispossession, so development plans must ensure economic growth protects existing neighbourhoods.

Beatty's detailed representation of black racial distinctions demonstrates how financial position disrupts the conventional belief that all black people share unity. For successful coalition-building, anti-racial and anti-economic inequality initiatives must unite and persist.

Final Thoughts

The analyzed problems in *The Sellout* do not have straightforward solutions that become apparent to readers. The book generates intentional dysfunction to expose racial progression systems because these methods contain self-contradictions. Ultimately, the book's main character ponders what our purpose genuinely means in this context. I am not quite sure... The practice of radical renaming (Beatty, 2015, p. 289) exists. The tale introduces a method of using "radical renamings" because language formats and pictorial content provide the power to break down established systems without creating idealistic new frameworks.

The Sellout delivers its critical literary observation of neoliberalism and modern racial conflicts in contemporary America through complete satire. By tackling radical racial discussions, Beatty implements a setting that enables truthful dialogue about economic structures that affect twenty-first-century racial identities within communities.

The novel proves successful because it reveals the fundamental disputes within the neoliberal system, making readers aware of the necessity of alternative solutions.

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