



Asian Americans and the Media

Kent A. Ono, Vincent Pham

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Asian Americans and the Media provides a concise, thoughtful, critical and cultural studies analysis of U.S. media representations of Asian Americans. The book also explores ways Asian Americans have resisted, responded to, and conceptualized the terrain of challenge and resistance to those representations, often through their own media productions.

In this engaging and accessible book, Ono and Pham summarize key scholarship on Asian American media, as well as lay theoretical groundwork to help students, scholars and other interested readers understand historical and contemporary media representations of Asian Americans in traditional media, including print, film, music, radio, and television, as well as in newer media, primarily internet-situated. Since Asian Americans had little control over their representation in early U.S. media, historically dominant white society largely constructed Asian American media representations. In this context, the book draws attention to recurring patterns in media representation, as well as responses by Asian America. Today, Asian Americans are creating complex, sophisticated, and imaginative self-portraits within U.S. media, often equipped with powerful information and education about Asian Americans. Throughout, the book suggests media representations are best understood within historical, cultural, political, and social contexts, and envisions an even more active role in media for Asian Americans in the future.

Asian Americans and the Media will be an ideal text for all students taking courses on Asian American Studies, Minorities and the Media and Race and Ethnic Studies.

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