



Asian Americans and the Media

By 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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Editorial Review

Review

"Significant books reveal gaps in knowledge and compel readers to share an author's ideas. This excellent book succeeds on both counts."

Journalism Studies

"An excellent introduction to many critical issues in Asian American film and media studies. However, its ease of understanding is deceptive since the book is extensively researched and rigorously explores the topics it discusses ... [a] significant addition to the scholarship on Asian American media arts."

Afterimage

"In lively, engaging prose, Ono and Pham deftly survey scholarship on the mass media (film, television, radio, and the Internet) and outline the history of media stereotyping. Well-chosen examples illuminate the give and take between mainstream media, consumers, activists, and independent artists engaged in defining and redefining the popular image of Asian Americans. If you are interested in learning more about the ways we talk about race, start with this volume."

Peter X. Feng, University of Delaware

"Ono and Pham present a fascinating read on the representational politics of Asian Americans. Using history as a guide to read these images, Ono and Pham underscore the necessity of understanding the cultural politics and social construction of the category 'Asian American' itself. By exploring contemporary images, they offer insightful readings and constructive directions for future work in media and communication studies. This is a very important work at the contemporary moment that does not ignore the past."

Thomas K. Nakayama, Northeastern University

"*Asian Americans and the Media* offers us the much needed critical tools, terminology, and historical framework for reading, deconstructing, and intervening in the politics of ambivalent representation of Asian Americans across a wide range of old and new media, from silent films to YouTube."

Elena Tajima Creef, Wellesley College

From the Back Cover

This exciting new book provides a concise, thoughtful, and critical approach to the study of Asian Americans and the media. It introduces the complex subject of US media representations of Asian Americans and explores ways in which Asian Americans have resisted those representations, but have also reconceptualized the terrain of challenge and resistance, often through their own media productions.

In a style that is both engaging and accessible, Ono and Pham summarize key scholarship and lay theoretical groundwork to help students, scholars, and other interested readers understand their subject. The book covers representations of Asian Americans in traditional media, including print, film, music, radio, and television, as well as in newer media, primarily Internet-situated. The authors powerfully illustrate how Asian Americans had little control over their representation in early US media and what the resultant images constructed by historically dominant white society were. In this context, the book draws attention to both recurring patterns and responses by Asian Americans: today, they are creating complex, sophisticated, and imaginative self-portraits, often equipped with powerful information and education. Throughout, Ono and

Pham encourage careful consideration of the relationship between media and minority groups in their historical, cultural, political, and social contexts, and envision an even more active role for Asian Americans in future media.

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

About the Author

Kent A. Ono is a Professor of Communications and Asian American Studies at the University of Illinois, Urbana-Champaign.

Vincent N. Pham is a Doctoral Student at the University of Illinois, Urbana-Champaign.

Users Review

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Ruth Graham:

The ability that you get from *Asian Americans and the Media* is a more deep you rooting the information that hide inside the words the more you get interested in reading it. It doesn't mean that this book is hard to know but *Asian Americans and the Media* giving you joy feeling of reading. The article author conveys their point in particular way that can be understood by means of anyone who read this because the author of this reserve is well-known enough. This particular book also makes your personal vocabulary increase well. That makes it easy to understand then can go to you, both in printed or e-book style are available. We propose you for having this specific *Asian Americans and the Media* instantly.

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Lillian Burbank:

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