

**Leung, Yuk Ming Lisa**, Lingnan University, Hong Kong

**Ethnic Media Citizenship and Economy: South Asians' Creative 'Pro-sumption' on the Internet in Hong Kong**

While past research on the relationship between ethnic minorities and the media has focused on media consumption and diasporic subjectivity, the intensification of media transnationalization and advancement of internet technology has created new subjectivities and new forms of identity construction for ethnic minorities. This paper seeks to interrogate how ethnic/ diasporic subjects construct their fluid/ diverse 'identity(ies)' from a spectrum of pro/consumption activities on the internet: from watching foreign (globalized) TV dramas (including those from their ethnic home) to selling music on the internet. It first examines how diasporic south Asian communities how ethnic minority viewers resort to watching their home (Indian/ Pakistan/ Nepali) and global TV dramas on the internet. It then discusses how they also make use of the internet for self-expression and business. Through extensive interviews with ethnic minority views, this paper hopes to shed light on how ethnic minorities as 'prosumers' may assert a creative belongingness' and virtual global citizenship to compensate for a deterritorialized sense of home.