Yang, Jae Young, City University of New York, United States Hip-Hop and Identity Politics of Asian-American Youth

It is not surprising that both production and consumption of hip-hop music are no longer confined to African American youth in the United States. However, it seems still uncomfortable to relate Asian Americans to hip-hop. Mainstream journalism explains such an oddity is mainly due to their race and ethnic identity of "neither White nor Black", while their 'model minority' image does not fit well with the typical 'machismo' attitude of hip-hop culture. Regardless of such a preconception, hip-hop music and its related cultural expressive forms have developed to become a new way of cultural practice for Asian American youth, particularly in metropolitan areas where Asian American populations are heavily concentrated. I examine how Asian Americans have been engaged and involved in the cultural practice of hip-hop. Based on my fieldwork research in the San Francisco Bay Area, it is explored what is the meaning and the potential of popular music reception and production of this youth group as a subculture. In particular, I will focus on how, by reappropriating various cultural expressive forms and events in hip-hop, the younger generation Asian Americans in the local can express and negotiate their complex identity. Considering the fact that 'hip-hop culture' and its community have been dominated by non-Asian American youth, it would be interesting to observe the complicated identity politics of Asian Americans in terms of race and ethnicity through both production and consumption of hip-hop.