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**Music, Desire, and the Transnational Politics of Chineseness: A Case Study of Diana Zhu**

Diana is a teenage girl with Chinese background born and growing up in the Netherlands. After winning a Chinese singing contest in Amsterdam, Diana went to Hong Kong to join the annual global Chinese singing contest. She did not win. However, she got a contract. She is now living in Shanghai, preparing herself for her music career. The question I want to address is two-fold: on the one hand, how would a young girl growing up in the Netherlands imagine and realize her desire for a singing career in a Chinese locality? On the other, how would the cultural industries in a Chinese locality make it possible for her to imagine and realize such desire? In this case study, I will follow one person, Diana Zhu, and try to investigate issues of cultural consumption, media power, practices of transnational cultural industries and notions of Chineseness.