Creating the Nisei Market: Race and Citizenship in Hawai`i's Japanese American Consumer Culture (Hardback)

By Shiho Imai

University of Hawai`i Press, United States, 2010. Hardback. Condition: New. New. Language: English. Brand New Book. In 1922 the U.S. Supreme Court declared Japanese immigrants ineligible for American citizenship because they were not white, dismissing the plaintiff's appeal to skin tone. Unable to claim whiteness through naturalization laws, Japanese Americans in Hawai`i developed their own racial currency to secure a prominent place in the Island's postwar social hierarchy. Creating the Nisei Market explores how different groups within Japanese American society (in particular the press and merchants) staked a claim to whiteness on the basis of hue and culture. Using Japanese- and English-language sources from the interwar years, it demonstrates how the meaning of whiteness evolved from mere physical distinctions to cultural markers of difference, increasingly articulated in material terms. Nisei consumer culture demands examination because consumption was vital to the privilege-making process that spilled over into public life. Although economically motivated, Japanese American shopkeepers worked hard to support the next generation of merchants and secure the future of the Nisei consumer market. Far from its image as a static society, the Japanese American community was constantly reinventing itself to meet changing consumer demands and social expectations....

Reviews

Absolutely essential go through publication. I am quite late in start reading this one, but better then never. You will not feel monotony at any time of the time (that's what catalogues are for regarding if you ask me).

-- Ambrose Thompson II

This ebook is so gripping and intriguing. Better then never, though i am quite late in start reading this one. You wont really feel monotony at whenever you want of your own time (that's what catalogues are for about in the event you check with me).

-- Ian Wisoky