Analysis

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For my project, out of the readings, the reading that struck the heart of my research, was from Professor Kwon's "Autoexoticizing: Asian American Youth and the Import car Scene." The article centers mainly around the exoticism and group formalities and characteristics of the import car scene, with its Asian models and souped up cars, however, the general idea, that Asian American Youth have an interest in cars, is the main reason why this article was in sync with my research.

The article shows the correlation between Asian American Youth and their fascination with cars and the exotic nature that the scene brings, although not all Asian American Youth pour their souls out into customizing their cars, as my observations and interviews have proved, Asian American Youth, or in this case, Korean American youth along with their parents have a "soft spot" for high priced (either base or with modifications) luxury, eye-catching cars.

Although my project is mainly around the types of cars Korean American Youth drive compared to other Asian American Youth and Non-Asian American Youth, another article that showed the group nature of Asian American youth as well as how trends are so easily popularized is with the article by Mary Yu Danico and Linda Trinh Vo, "No Lattes Here..." The cyber cafes as well as cyber gaming was made popular to Non-Asian Youth by the Asian American Youth, spending days and nights in these Cyber Cafes. This group conformity to one popular type of past-time shows the influence Asian American Youth and its links to popular entertainment and culture from Asia, have on non-Asian youth. Many times, the Asian-American Youth enjoying things such as import car racing and cybergaming, (in the beginning) were made fun of, as soon as American corporations caught on and marketed these ways in an "American Fashion" non-Asian American kids were hooked, and the ones that used to make fun of the Asian Kids for doing such things were now souping up their cars and playing Counterstrike too.

Coming back to the soul of my project, popular American entertainment has caught on to Asian Trends as well. The movie series, "Fast and Furious" has had a big impact on the import car scene. Prior to the release of the first Fast and the Furious, events such as Hot Import Nights and driving Civics that didn’t look like civics and roared louder than monster trucks were made fun of and thought of as stupid. However, after American culture tycoons of entertainment and multimedia caught on to the phenomenon that was spreading like wildfire across Asia, the Non-Asian Youth latched on like leeches and started thinking it was their own, the racing, the customizing and the gaming. However, there is a controversy found in this. The hypocrisy that lies in what I just mentioned is where Asian-American Youth and our culture get lost once American Mainstream Entertainment society gets involved to influence and advertise and lure in non-Asian Youth. Asian's don’t get credit, and when Asian American's were getting made fun of, no one seems to apologize or give credit to the fact that the Asians started the trend way before the non-Asian Youth thought it was "cool." However, that is another project all in
itself.

Bibliography