



Identity Politics and Popular Culture in Taiwan: *A Sajiao Generation*

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In this talk Dr. Yueh will discuss her recent book, the most complete and thorough analysis to date of the “culture of cute” in Taiwan. Drawing on participant observation, interviews, and media analysis, *Identity Politics and Popular Culture* introduces the Mandarin term *sajiao* (playing cute) as a key to understanding Taiwan’s national, regional, and marginal identity, as well as its relations to other East Asian countries. Yueh challenges the commonly accepted view that *sajiao* refers to a woman’s speech act, and argues that this performance serves practical communicative purposes and reflects cultural codes in current Taiwanese society. This talk will present the history of the term, the ethnographic data of this specific speech act, as well as layers of discourse about gender, identity, and local politics in Taiwan.

This lecture series is presented by the Center for Asian and Pacific Studies.
It is cosponsored by the Department of East Asian Languages and Literatures and the Asian Studies Program.
For more information, please call 541-346-5068.

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