Representations

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**K. Hyoejin Yoon** is associate professor of English at West Chester University of Pennsylvania. Her research and teaching interests include theory, critical pedagogy, affect, history of composition studies, Asian American feminist theory, and computers and writing. Some of her courses include first-year writing, computers and writing, literary theory, Asian American women, and women’s studies, as well as graduate courses in theory, research, and pedagogy.
Representations

Despite tremendous growth in attention to and scholarship about Asian Americans and their cultural work, little research has emerged that focuses directly on Asian American rhetoric.

Representations: Doing Asian American Rhetoric addresses this need by examining the systematic, effective use of symbolic resources by Asians and Asian Americans in social, cultural, and political contexts. Such rhetoric challenges, disrupts, and transforms the dominant European American rhetoric and it commands a sense of unity or collective identity. However, such rhetoric also embodies internal differences and even contradictions, as each specific communicative situation is informed and inflected by particularizing contexts, by different relations of asymmetry, and, most simply put, by heterogeneous voices.

The essays in Representations: Doing Asian American Rhetoric examine broadly the histories, theories, and practices of Asian American rhetoric, situating rhetorical work across the disciplines where critical study of Asian Americans now occurs: Asian American studies, rhetoric and composition, communication studies, and English studies. These essays address the development and adaptation of classical rhetorical concepts such as ethos and memory, modern concepts such as identification, and the politics of representation through a variety of media and cultural texts.

As the essays collectively argue, Asian American rhetoric not only reflects and responds to existing social and cultural conditions and practices, but also interacts with and influences such conditions and practices. In the process it becomes a rhetoric of becoming that always negotiates with, adjusts to, and yields an imagined identity and agency that is Asian American.

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