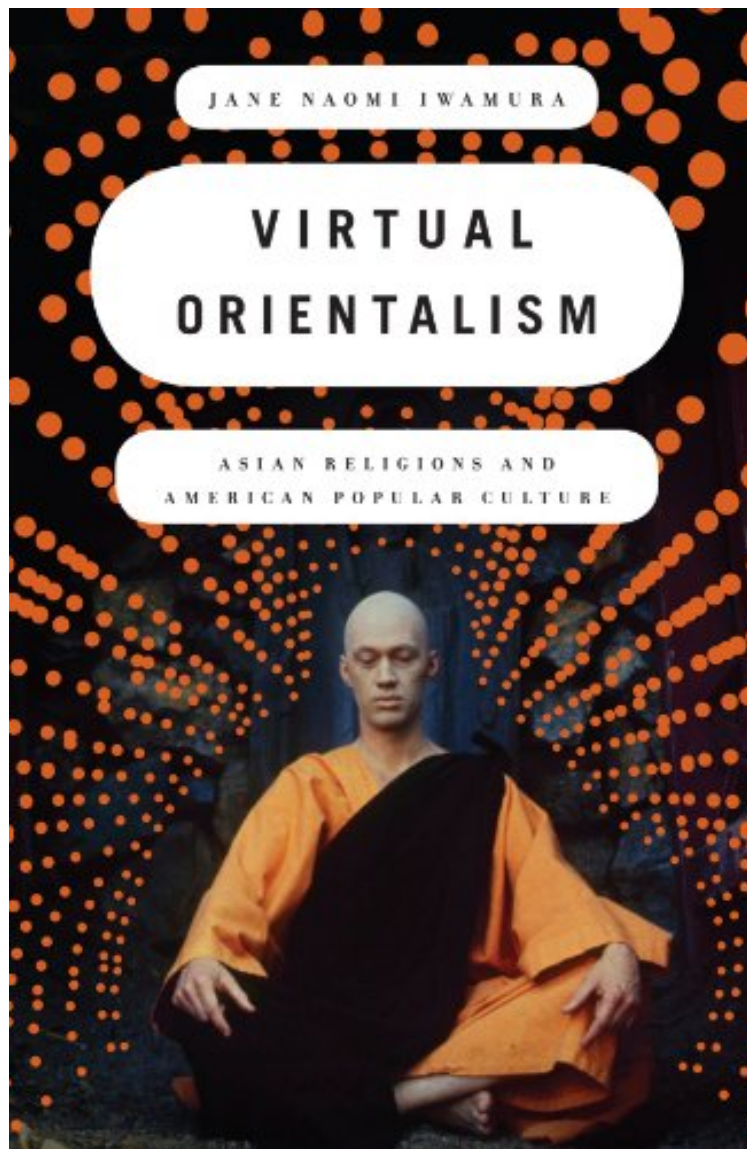


# Virtual Orientalism: Asian Religions and American Popular Culture

Jane Iwamura

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#1307780 in Books Iwamura Jane Naomi 2011-01-14Original language:EnglishPDF # 1 6.10 x .70 x 9.20l, .75 #File Name: 0199738610232 pagesVirtual Orientalism Asian Religions and American Popular Culture | File size: 20.Mb

**Jane Iwamura : Virtual Orientalism: Asian Religions and American Popular Culture** before purchasing it in order to gage whether or not it would be worth my time, and all praised Virtual Orientalism: Asian Religions and American Popular Culture:

1 of 1 people found the following review helpful. Very good.  
By Sneazy777Those of us born, circa 1954, have lived every page of this book. Our feeble understanding of cultures of the East has not been improved by our exposure to Western media interpretation. Our generation is well rebuked for the intellectual laziness and dishonesty that allows history to be replaced by hokum. This book is a rare effort to enlighten us. Well done!  
3 of 3 people found the following review helpful. Virtually Hopeful  
By MarkDr. Iwamura brings sensitivity and a critical eye to one aspect of a deeply troubling form of subtle media propaganda that happens all over the globe, in different ways and different forms. I love the way it looks at the uniquely American form of replacing an objected racial identity, and reconstituting it in favor of the marketing, political and social trends of the times; It is a helpful, and hopeful look at how we can begin to look critically, at how media is portraying race.  
3 of 3 people found the following review helpful. My Dear Professor's Work  
By Zhuo LiMy dearest professor's work. Although as a foreign student I did not get it all, but now I am still able to sense how "uncanny" it is.

Saffron-robed monks and long-haired gurus have become familiar characters on the American popular culture scene. Jane Iwamura examines the contemporary fascination with Eastern spirituality and provides a cultural history of the representation of Asian religions in American mass media. Encounters with monks, gurus, bhikkhus, sages, sifus, healers, and masters from a wide variety of ethnic backgrounds and religious traditions provided initial engagements with Asian spiritual traditions. *Virtual Orientalism* shows the evolution of these interactions, from direct engagements with specific individuals to mediated relations with a conventionalized icon: the Oriental Monk. Visually and psychically compelling, the Oriental Monk becomes for Americans a "figure of translation"--a convenient symbol for alternative spiritualities and modes of being. Through the figure of the solitary Monk, who generously and purposefully shares his wisdom with the West, Asian religiosity is made manageable-psychologically, socially, and politically--for popular culture consumption. Iwamura's insightful study shows that though popular engagement with Asian religions in the United States has increased, the fact that much of this has taken virtual form makes stereotypical constructions of "the spiritual East" obdurate and especially difficult to challenge.

Easily accessible, this work will interest students of American popular culture, media studies, and Asian American religiosity. Highly recommended.--Choice  
About the Author  
Jane Naomi Iwamura is Visiting Scholar at the UCLA Asian American Studies Center. Her research focuses on Asian American religions, race and popular culture in the United States (with an emphasis on visual culture), and her publications include the co-edited volume, *Revealing the Sacred in Asian and Pacific America* (2003).