



Pure Beauty Judging Race in Japanese American Beauty Pageants

By Rebecca Chiyoko King-O'Riain

Univ Of Minnesota Press. Paperback. Book Condition: New. Paperback. 280 pages. Dimensions: 8.8in. x 5.9in. x 0.8in. With a low rate of immigration and a high rate of interracial marriage, Japanese Americans today compose the Asian ethnic group with the largest proportion of mixed-race members. Within Japanese American communities, increased participation by mixed-race members, along with concerns about overassimilation, has led to a search for cultural authenticity, giving new answers to the question, Who is Japanese American. In *Pure Beauty*, Rebecca Chiyoko King-O'Riain tackles this question by studying a cultural institution: Japanese American community beauty pageants in San Francisco, Los Angeles, Seattle, and Honolulu. King-O'Riain employs rich ethnographic fieldwork to discover how these pageants seek to maintain racial and ethnic purity amid shifting notions of cultural identity. She uses revealing in-depth interviews with candidates, queens, and community members, her experiences as a pageant committee member, and archival research including Japanese and English newspapers, museum collections, private photo albums, and mementos to establish both the importance and impossibility of racial purity. King-O'Riain examines racial eligibility rules and tests, which encompass not only ancestry but also residency, community service, and culture, and traces the history of pageants throughout the United States. *Pure Beauty* shows how...



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