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### Cute Politics!: Articulating the Kawaii Aesthetic, Fandom, and Political Participation

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# Cute Politics!:

## Articulating the Kawaii Aesthetic, Fandom, and Political Participation

**Trails Room, MU**

Wednesday, Oct. 23, 11:30 AM - 12:30 PM  
Free Refreshments

**What does Hello Kitty have to do with police departments and political campaigns?**



Dr. Yang will explore how the *kawaii* (“cute” in Japanese) aesthetic transforms political communication in East and Southeast Asia, shifting from traditional masculine styles to more effeminate voices. She argues that “minor aesthetics” like cute, zany, and whimsical expressions serve as “aesthetics of opposition,” amplifying the voices of marginalized groups. This talk is based on her award-winning 2023 publication and promises to offer unique insights into the intersection of fandom and political participation.

For more information, contact ADP Student Coordinator Miriam Benavides-Ortega at [mgbenavidesortega@mail.fhsu.edu](mailto:mgbenavidesortega@mail.fhsu.edu)



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