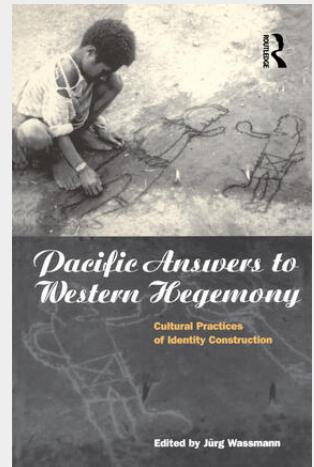


## Pacific Answers to Western Hegemony

Cultural Practices of Identity Construction

The destruction of local identity through the relentless encroachment of a 'McDonald-ized' cultural imperialism is a global phenomenon. Yet the reactions of Pacific peoples to this Western hegemony are diverse and encourage the creation of independent cultural identities through sports and games, political mediations, tourism, media and filmmaking, and the struggles for land rights and titles, particularly in Australia. This book, based on extensive fieldwork, addresses a subject of great immediacy to peoples of the Pacific Island nations. It fills an important gap in existing ethnographic literature on the region and confidently navigates what had previously been considered uncharted, even unchartable, waters -- that wide sea between the classic ethnography of Oceania and contemporary anthropology's theoretical concerns with global relations and transnational cultures. Its breadth, rigour, and timely contribution to post-colonial politics in Oceania are certain to ensure that this book will provide an enduring contribution to the field.



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