

Abstract

In my research, I explore the ways in which Hollywood's participation in inclusivity politics of representation of Asian-American characters ends up doing more harm than good as far as the circumstances of those marginalized communities are concerned. I do so by scrutinizing the politics, conspicuous and subtle, of selected Hollywood films and their role in normalizing and reinforcing certain racial and cultural misconceptions. I also analyze the ways in which streaming platforms such as Netflix, actively contribute to further their economic interests and exponentially increase their sales and profits by displaying an inclination towards popular trends in cultural politics. Through these endeavours, I trace out the trajectory of racial erasure, representational and experiential, in the contemporary cinematic and television scene. The time period chosen for the research is from 2017 to 2021 and the primary texts include two movies and two Netflix shows, namely *Crazy Rich Asians* (2017), *Moxie* (2020), *Never Have I Ever* (2020-21) and *The Baby-Sitters Club* (2020-21). During the course of this research, I employ Critical Race Theory to show the inability of the contemporary Hollywood media to portray meaningful Asian-American culture and societies. I explore how and why the racialized experiences of Asian-American are being erased and conclude that these modern and highly efficient discriminatory systemic practices need to be stopped to redefine social imagination.