2013

Rihanna: Diasporic Citizen, Bajan Daughter, American Superstar

Heather Russell
African & African Diaspora Studies Program, Florida International University, andradeh@fiu.edu

Follow this and additional works at: https://digitalcommons.fiu.edu/africana_fac_pres

Recommended Citation
https://digitalcommons.fiu.edu/africana_fac_pres/2

This work is brought to you for free and open access by the African and African Diaspora Studies at FIU Digital Commons. It has been accepted for inclusion in African & African Diaspora Studies Program Faculty Scholarly Presentations by an authorized administrator of FIU Digital Commons. For more information, please contact dcc@fiu.edu.
Rihanna: Diasporic Citizen, Bajan Daughter, American Superstar

Presentation by Dr. Heather Russell
at the Caribbean Studies Association, Grenada 2013
OUTLINE

• DEFINING DIASPORIC CITIZENSHIP
• GENDER AND SEXUALITY IN BARBADIAN/CARIBBEAN RECEPTIONS OF RIHANNA
• STATE INTERESTS IN “BRAND RIHANNA”
• RIHANNA’S OWN PUBLIC ARTICULATIONS OF NATIONAL BELONGING
• GOOD GIRL GONE BAD : RIHANNA’S SELF-FASHIONING PRE HER DOMESTIC ASSAULT [SLIDE]
• RIHANNA’S SELF-FASHIONING POST HER DOMESTIC ASSAULT
Defining DIASPORIC CITIZENSHIP

“The question of diasporic citizenship, occupies the interstices of the nation-state and other forms of politicized community, for being a diaspora citizen entails culturally and politically aligning oneself with communities beyond the borders of the nation-state... in addition to negotiating legal and cultural positionalities in relation to this very nation state.” Alex Weheliye
According to Weheliye: “the national and the transnational are quasidialectical partners in the movement of globalization..."
Thus “the phrase “diasporic citizenship” excavates the tension between the national and the transnational rather than one subsuming the other” - Weheliye
GENDER AND SEXUALITY IN BARBADIAN/CARIBBEAN RECEPTIONS OF RIHANNA

- She dresses too provocatively
- She’s a terrible role model for young girls
- She has been corrupted by Hollywood
- She is a young girl who needs protection
- She too sexually promiscuous and open
RIHANNA DEPICTED...
STATE INTERESTS IN “BRAND RIHANNA”

• Named Face of Barbados Tourism Authority
• On 22 February 2008, one month after assuming his post as Prime Minister of Barbados, the Honourable David Thompson named Rihanna, “Honourary Youth and Cultural Ambassador” of Barbados.
RIHANNA’S OWN PUBLIC ARTICULATIONS OF NATIONAL BELONGING

• Upon winning the Grammy in 2008, Rihanna’s concluding remark in her acceptance speech, “Barbados I love you, we got one”, enunciated with unmistakable Barbados.
• Branding Barbados: use of Trident on album covers and in music videos
• Filming music videos in Barbados
• Oprah Winfrey interview conducted in Barbados, featuring a tour
• Final leg of concert tour ended in Barbados (2012)
RIHANNA’S SELF-FASHIONING POST HER DOMESTIC ASSAULT

GRACE JONES
Album Cover (1981)

Rihanna, (2009)
“Rihanna pulls a Grace Jones for Italian Vogue”
Rated R (2009)
DIASPORIC CITIZENSHIP again...

Entails negotiating “legal and cultural positionalities in relation to this very nation state.”

Current concerns in Barbados:
- Is she an appropriate national symbol
- Where does she pay taxes?
- How can she stimulate the Barbados economy further?