



Orientalismus in der Popmusik (German Edition)

Markus Henrik Wyrwich

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Zum ersten Mal wird in diesem Band Orientalismusforschung mit der Forschung zur populären Musik systematisch vereint. Gut 35 Jahre nach Erscheinen des Schlüsselwerkes "Orientalism" von Edward Said hat die spannende Debatte um Orient und Okzident nichts von ihrer gesellschaftlich-politischen Bedeutung eingebüßt und nahezu jede Disziplin der Geisteswissenschaft erreicht. Der bislang vernachlässigte Blick auf orientalistische Phänomene in der Popmusik bringt erstaunliche Erkenntnisse hervor: So hat Madonna mithilfe von Orientalismen Image-Veränderungen eingeleitet, 50 Cent reichert Musikvideos mit sexuellen Haremsfantasien an und Eminem löst gezielt Angstkitzel mit Anspielungen auf islamistisch-terroristische Bedrohungen aus. Der Song "Beautiful Liar" von Beyoncé und Shakira dient Markus Henrik Wyrwich als eindrucksvolles Beispiel, welche Funktion Orientalismus innerhalb der Musikindustrie einnehmen kann und welche soziokulturelle Brisanz von ihm ausgeht.

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