

R&H Brand: Breeding of American Paternalism and the Inception of Flower Drum Song

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Abstract

Rodgers and Hammerstein's musicals of the golden era of Broadway musical theatre have been analyzed for its musical conventions and rich historical context. While recent musical theatre scholarship has investigated Flower Drum Song's musical and socio-political contexts fruitfully, such studies have not reflected sufficiently on the inception of the show and Rodgers and Hammerstein as a brand. This study combines methodologies from musicology, sociology, and performance studies including extensive archival research on how the all-American R&H brand contributed to the genesis of Flower Drum Song, and the real story behind why the most American producers of Broadway musical theater came to create an Asian American musical. This essay ultimately demonstrates the inception of Flower Drum Song, and how the R&H brand encapsulates American paternalism—as America emerged as the international super power in the late 1950s—to illuminate a new dimension of American Broadway musical theatre.

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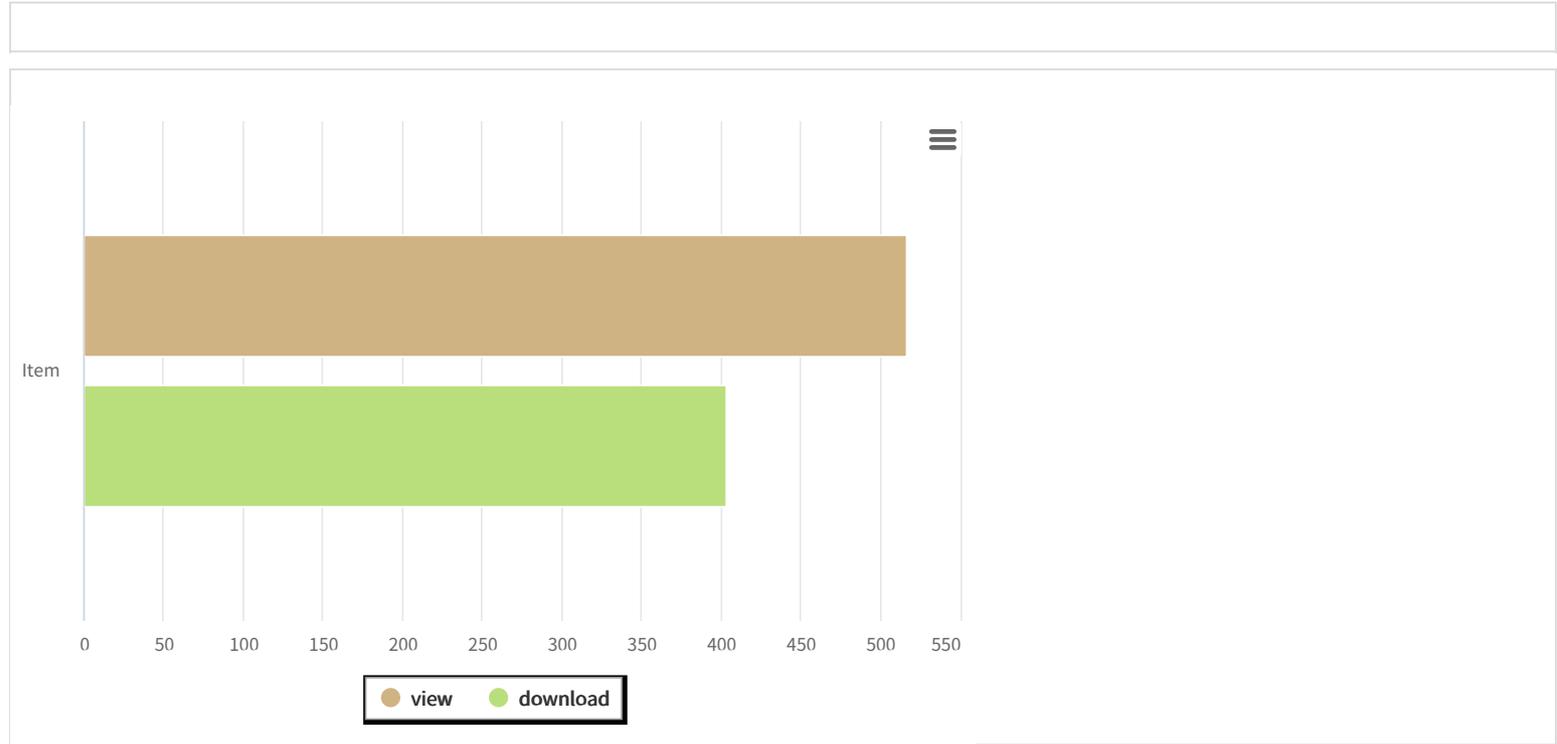
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The opening of Flower Drum Song finds the household of Wang Chi Yang faced with problems of adjustment. Mr. Wang himself is a Chinese gentleman of the old school, his son Wang Ta is caught between Chinese tradition and American ways, his second son Wang San is entirely Americanized, and his sister-in-law, Madam Liang, is an enthusiastic candidate for citizenship. When the Wang party arrives at the club a singer is singing a rowdy song (Fan Tan Fannie), and the master of ceremonies presents an even rowdier selection (Gliding Through My Memoree) in which Linda turns up, doing a strip-tease. The Wangs leave in horrified astonishment and Sammy is happy that his plan has succeeded.

Assessment | Biopsychology | Comparative | Cognitive | Developmental | Language | Individual differences | Personality | Philosophy | Social | Methods | Statistics | Clinical | Educational | Industrial | Professional items | World psychology | Philosophy Index: Aesthetics · Epistemology · Ethics · Logic · Metaphysics · Consciousness · Philosophy of Language · Philosophy of Mind · Philosophy of Science · Social and Political philosophy · Philosophies · Philosophers · List of lists. I've talked about "the breeder's equation," $R = h^2S$, before. $R =$ response $S =$ selection differential $h^2 =$ narrow sense heritability For example, if you have a population where the mean phenotypic value is 100, and you select a subpopulation with a mean value of 125 to breed the next generation, and the heritability is 0.50, then: $R = 0.50 * (125 - 100) = 12.5$ In other words, the response to selection in this. This is because the "narrow sense heritability," the proportion of phenotypic variation attributable to the variation in the additive effects of genes controls only 1/2 of the variation. In other words, there are other components of phenotypic variance, such as environmental variance, which may not be heritable from parent to offspring, and so there is a regression toward the population mean.