Analyzing Asian Indian immigrant identity as racial incorporation

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**Issue:**
- Racial incorporation of immigrant identities is understudied in communication.
- In recent years, scholars have suggested that the landscape of racial/ethnic categories is shifting, primarily due to the increasing numbers of immigrants threatening the future dominance of the White majority.
- To remain dominant, the White majority is expanding its racial boundaries, thereby transforming/appropriating non-black minorities into the majority group status.

**Method:**
- 28 semi-structured, in-depth qualitative interviews of individuals who were born in India but immigrated to the United States.
- Approximately 45 hours of interview and 250 hours of transcription.

**Analysis:**
The transcripts were analyzed from
- The perspective of a critical notion of translation.
- The framework of a discourse theory helped to explain how Asian Indian immigrants' identities were strategically articulated within the changing narratives of Whiteness.

**Discussion:**
The findings demonstrate that
- Asian Indian immigrants negotiated their identity and belonging in the U.S. through translation.
- The process of incorporation revealed context-based ongoing propagation of whiteness.
- However, they maintain a difference by creating their unique hybrid Indian identity via a pluralistic integration among the cultures.