Michael Keevak

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https://en.wikipedia.org/wiki/Michael_Keevak
https://en.wikipedia.org/wiki/Becoming_Yellow:_A_Short_History_of_Racial_Thinking

Education

B.A. Columbia University, 1984 (English and History)
Ph.D. Yale University, 1991 (Renaissance Studies)

Books

Chinaman: A Short History of an Ugly English Word (Hong Kong: Hong Kong University Press, 2027)

On Saving Face: A Brief History of Western Appropriation (Hong Kong: Hong Kong University Press, 2022) [forthcoming in Traditional Chinese]

Embassies to China: Diplomacy and Cultural Encounters Before the Opium Wars (Singapore: Palgrave Macmillan, 2017)

Becoming Yellow: A Short History of Racial Thinking (Princeton: Princeton University Press, 2011) [translated into traditional Chinese: 成為黃種人 : 一部東亞人由白變黃的歷史 (新北市: 八旗文化, 2015); Korean: 황인종의 탄생: 인종적 사유의 역사 (Seoul: Hyeonamsa, 2016); simplified Chinese: 成为黄种人：亚洲种族思维简史 (杭州: 浙江人民出版社, 2016); Turkish: *Asyalılar Nasıl Sarardı?: Irksal Düşüncenin Kısa Tarihi* (Istanbul: Pinhan, 2024)]

The Story of a Stele: China's Nestorian Monument and Its Reception in the West, 1625-1916 (Hong Kong: Hong Kong University Press, 2008) [forthcoming in traditional Chinese]

The Pretended Asian: George Psalmanazar's Eighteenth-Century Formosan Hoax (Detroit: Wayne State University Press, 2004)

Sexual Shakespeare: Forgery, Authorship, Portraiture (Detroit: Wayne State University Press, 2001)

Edited Books

Early Encounters Between East Asia and Europe: Telling Failures, ed. Ralf Hertel and Michael Keevak (London: Routledge, 2017)

Selected Articles

"Measuring Skin Color and The Color Top," *Color Protocols: Technologies of Racial Encoding in Chromatic Media*, ed. Carolyn L. Kane and Lida Zeitlin-Wu (Cambridge MA: MIT Press, 2025): 85-102

Review of Thomas Barfield, *Shadow Empires: An Alternative Imperial History*, *Journal of Asian Studies* 84 (2025): 582-84

Review of Jessica Hanser, *Mr. Smith Goes to China: Three Scots in the Making of Britain's Global Empire*, *Eighteenth-Century Studies* 53 (2020): 711-12

"The Chinese Were White -- Until White Men Called Them Yellow," *South China Morning Post Online*, 3 February 2019

"US-China Trade Talks: Has Beijing Been Playing an Ancient Game?" *South China Morning Post Online*, 3 March 2019

"How Did East Asians Become Yellow?" *Reconsidering Race: Social Science Perspectives on Racial Categories in the Age of Genomics*, ed. Kazuko Suzuki and Diego A. Von Vacano (New York: Oxford University Press, 2018): 204-8

Review of Ashley Eva Millar, *A Singular Case: Debating China's Political Economy in the European Enlightenment*, *American Historical Review* 123 (2018): 923-24

"Failure, Empire, and the First Portuguese Embassy to China, 1517-1522," *Early Encounters Between East Asia and Europe: Telling Failures*, ed. Ralf Hertel and Michael Keevak (London: Routledge, 2017), 142-55

"The 'Chineseness' of English Styles in the Long Eighteenth Century," *The Eighteenth Century: Theory and Interpretation* 57 (2016): 527-30

Review of R. Todd Godwin, *Persian Christians at the Chinese Court: The Xi'an Stele and the Early Medieval Church of the East*, *China Review International* 23 (2016): 358-60

Review of Rotem Kowner, *From White to Yellow: The Japanese in European Racial Thought, 1300-1735*, *Harvard Journal of Asiatic Studies* 75 (2015): 480-86

"Novissima Sinica," *Eighteenth-Century Life* 37 (2013): 88-90

"A World of Impostures," *The Eighteenth Century: Theory and Interpretation* 53 (2012): 233-35

"George Psalmanazar, Pretended Asian," *Fakes and Forgeries*, ed. Peter Knight and Jonathan Long (Amersham, UK: Cambridge Scholars Press, 2004), 148-64

"Johnson's Psalmanazar," *The Age of Johnson* 15 (2004): 97-120

"Knowing About China, 1500-1800," *The Eighteenth Century: Theory and Interpretation* 43 (2002): 85-89

"George Psalmanazar: Impostor, Traveler," *Crossings: Travel, Art, Literature, Politics*, ed. Rudolphus Teeuwen (Taipei: Bookman Books, 2001): 91-101

"Reading (and Conversion in) Augustine's *Confessions*" [Chinese translation], *Chung-Wai Literary Monthly* 345 (February 2001): 209-24

"Shakespeare's Queer Sonnets and the Forgeries of William Henry Ireland," reprinted in *Shakespearean Criticism Yearbook 1998* (Detroit: Gale, 2000): 325-35

"The Playing of Sodomy in *As You Like It*," *NTU Studies in Language and Literature* (Taipei) 9 (2000): 37-60

"Shakespeare's Queer Sonnets and the Forgeries of William Henry Ireland," *Criticism* 40 (1998): 167-89

"Fear of Fear in Hobbes's *Leviathan*," *Studies in Language and Literature* (Taipei) 8 (1998): 45-63

"The Identifiable Rembrandt," *Bulletin of the College of Liberal Arts* (Taipei) 46 (1997): 149-71

"The Subject of Shakespeare's Sonnets" [Chinese trans.], *Chung-Wai Literary Monthly* 289 (June 1996): 81-90

"Reading (and Conversion in) Augustine's *Confessions*," *Orbis Litterarum* 50 (1995): 257-71

"Remarks on Echo in Spenser," *Studies in Language and Literature* (Taipei) 6 (1994): 87-100

"Descartes's Dreams and Their Address for Philosophy," *Journal of the History of Ideas* 53 (1992): 373-96

"Veriphantor's *Betrogener Frontalbo* (c. 1670) and the Address of Misogyny," *Germanisch-Romanische-Monatsschrift* 70 (1989): 424-39

Selected Papers and Interviews

"How Did East Asians Become Yellow?" University of Illinois, April 2023; University of Warwick, November 2016; University of Hong Kong, April 2013; University of Michigan, December 2011, etc.

"On Saving Face," interview with New Books Network, October 2022 [https://newbooksnetwork.com/on-saving-face-brief-history-western-hb]

"Embassies to China," University of Utrecht, December 2017

"'Free Trade' and the Dutch Embassy to China of 1655-1657," Amsterdam Centre for the Study of the Golden Age, University of Amsterdam, June 2014

BBC Radio 4, "Thinking Allowed," October 19, 2011 [http://www.bbc.co.uk/programmes/b015zqv9]

"Becoming Yellow," interview with New Books Network, July 2011 [https://newbooksnetwork.com/michael-kevaak-becoming-yellow-a-short-history-of-racial-thinking-princeton-up-2011]

"A Yellow East Asia," East Asian Studies, Princeton University, May 2009

"Why Are East Asians Yellow?" Gallatin School, New York University, March 2009

"European Views of China Before 1750," Hong Kong University and The Royal Asiatic Society, Hong Kong Branch, November 2008

"Fear and the Yellow Peril: History and Pre-History," Davis Center, Princeton University, November 2007

"The Great Wall of Europe: European Views of China Before 1750," Center for Chinese Studies, University of Michigan, November 2007

"Great Walls and the Nestorian Monument: Knowing About China in Early Modern Europe," Dept. of History, Pennsylvania State University, April 2005

"Psalmanazar and The Great Wall of Europe," Dept. of English Distinguished Lecture Series, University of Macau, April 2004

"Psalmanazar's Impersonasian," University of Durham (UK), July 2002

"George Psalmanazar, Exotic Impostor," National Library of Australia, March 2001

"Shakespeare My God-father," Institute of English Studies, University of London, July 2000

"Shakespeare's Queer Sonnets," Dept. of English, University of Hong Kong, April 1999

School of Criticism and Theory, Cornell University, Summer 1998

Teaching

Distinguished Professor, National Taiwan University (August 2024 - present)

Professor, National Taiwan University (August 2001 - July 2024)

Associate Professor, National Taiwan University (August 1993 - July 2001)

Selected Awards and Guest Positions

Visiting Fellow, Dept. of History, School of Oriental and African Studies, University of London, Fall 2024

Outstanding Research Award, National Science and Technology Council, Taiwan, February 2024

Visiting Fellow, Dept. of Art History, University of Utrecht, Fall 2017

Visiting Fellow, Dept. of Art History, University of Amsterdam, Fall 2016

Visiting Scholar, Max Planck Institute for the History of Science, Berlin, October 2016

DAAD Visiting Professor, University of Hamburg, Germany, Spring 2014

Academia Sinica Book Award for *Becoming Yellow*, November 2013

Visiting Fellow, Dept. of History, Princeton University, Fall 2011

Chiang Ching-kuo Foundation, Publication Subsidy for *Becoming Yellow*, June 2010

Visiting Fellow, Dept. of History, Princeton University, Spring 2009

Visitor, School of Historical Studies, Institute for Advanced Study, Princeton, Spring 2007

Visiting Scholar, Dept. of History, Pennsylvania State University, Spring 2005