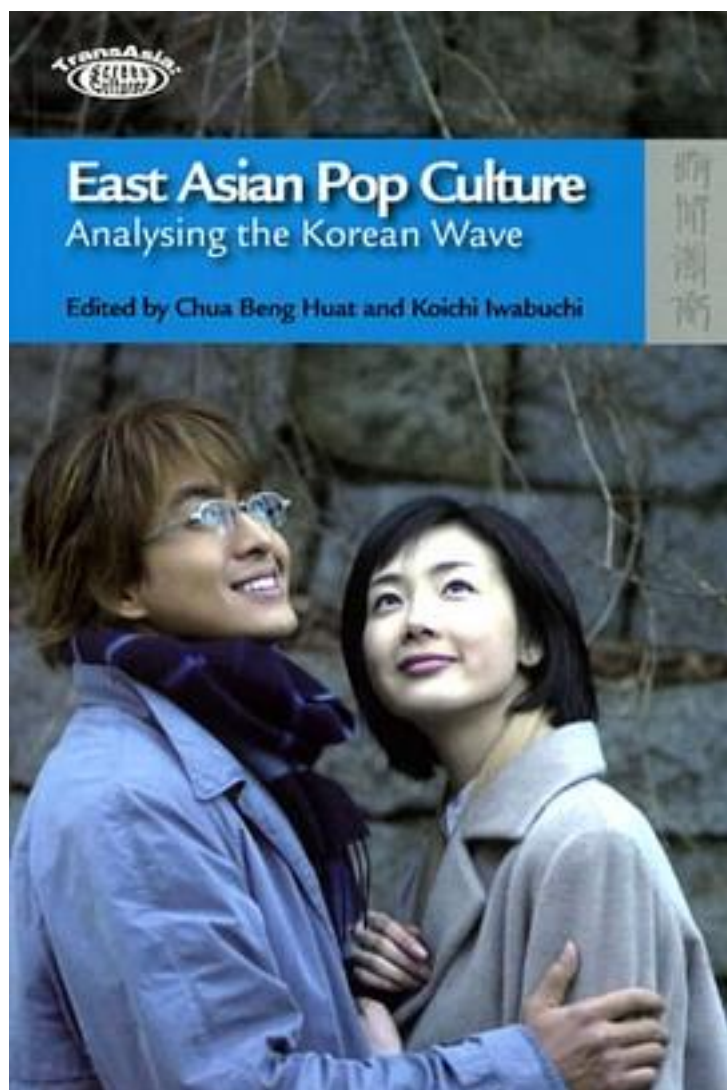


East Asian Pop Culture



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The International group of contributors of this volume provides, collectively, a multi-layered analysis of the emerging East Asian media culture, using the Korean TV drama as its analytic vehicle. By closely examining the political economy of TV industry, audiences of the regional media flows in terms of gender subjectivity constructions, perceptions of colonial-postcolonial relationships, and nationalist responses to trans-national media culture exchanges, this volume highlights the multiple connectivities and implications of popular cultural flows and exchanges in East Asia.

In spite of the obvious flows and exchanges that constitute pan-East Asian Pop Culture as a relatively coherent unit, the academic research community is far behind the cultural industry producers who have long factored the regional consumer market into their production and marketing. This volume is motivated by the need to find both the conceptual and institutional site(s) for the constitution of an East Asian Pop Culture. The resulting discoveries demonstrate that this culture co-exists with US domination in global media industry, and offers new empirical and conceptual insights into cultural globalization which cannot be ascertained in existing US-centric analyses.

作者介绍:

Chua Beng Huat is Professor in the Department of Sociology and the Asia Research Institute, National University of Singapore. His most recent book is *Life Is Not Complete Without Shopping* (2003). He is founding co-executive editor of the journal *Inter-Asia Cultural Studies*.

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标签

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评论

麻痹东亚电影研究的书是在集体比烂吗！！！！！！

太superficial了

The transnational-crosscultural reception part is great.

以前读过IWABUCHI写的一篇文章，觉得还不错，其实他有一本讲韩流的封面是裴勇俊

#为毕设读

这是在阿多诺坟头蹦迪啊！nh人民真的很，三个字概括本书：好爱国！不愧是政府和学界一起推kpop的nh。

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书评

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