

<<Feeling Asian Modern>>

图书基本信息

书名：<<Feeling Asian Modernities: Transnational Consumption of Japanese TV Dramas (平装)>>

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内容概要

The recent transnational reach of Japanese television dramas in East and Southeast Asia is unprecedented , and not simply in terms of the range and scale of diffusion. Many young Asians feel such intense sympathy toward the characters in Japanese dramas , that they cope with their own lives by emulating the lives on screen. Through the empirical analysis of how Japanese youth dramas are (re)produced , circulated , regulated , and consumed in East and Southeast Asia , each chapter in this volume variously explores the ways in which intra-Asian cultural flows highlight cultural resonance and asymmetry in the region under the decentering processes of globalization. Key questions include : What is the nature of Japanese cultural power and influence in the region and how is it historically overdetermined? How is it similar to and different from "Americanization" and other Asian cultural sub-centers? What kinds of images and sense of intimacy and distance are perceived through the reception of Japanese youth dramas?

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作者简介

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媒体关注与评论

"The case studies presented in this book will be of significant theoretical value to international scholars. Since most theories in TV studies and transnational cultural dynamics are restricted to the binary of the West and the rest, this collection can provide regional and intra-Asia cases inaccessible to some Western scholars. The book can also provide discursive resources for Asian scholars to de-westernize local studies by pluralizing the point of reference in the field." - Eric K. W. Ma, Chinese University of Hong Kong."

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