

|                         |   |
|-------------------------|---|
| 1. Record Nr.           | UNIPARTHENOPE000010498  |
| Autore                  | Levi, Cesare Augusto  |
| Titolo                  | Navi da guerra : costruite nell'arsenale di Venezia dal 1644 al 1896 : con n. 26 disegni dai modelli di questo secolo / Cesare Augusto Levi   |
| Pubbl/distr/stampa      | Venezia : presso l'autore, 1896   |
| Descrizione fisica      | 188 p., [3] c. di tav. ripieg., 22 c. di tav. : ill. ; 28 cm  |
| Disciplina              | 359.32  |
| Collocazione            | 359.32/102  |
| Lingua di pubblicazione | Italiano  |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| 2. Record Nr.           | UNINA9910134009403321   |
| Autore                  | Tokita Alison   |
| Titolo                  | Complicated Currents: Media Flows, Soft Power and East Asia   |
| Pubbl/distr/stampa      | [Place of publication not identified], : Monash University Publishing, 2010   |
| ISBN                    | 9780980464894<br>0980464897   |
| Edizione                | [1st ed.]   |
| Descrizione fisica      | 1 online resource (264 p.)  |
| Disciplina              | 306.095   |
| Soggetti                | Mass media and transnationalism<br>Soft power (Political science)   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Bibliographic Level Mode of Issuance: Monograph   |
| Nota di contenuto       | Title page -- Copyright and imprint information -- About the editors -- Contents -- Introduction -- Part 1 – Soft Power, Media Texts and Imagining the Other -- 1. Distant land, neighbouring land: 'Japan' in South Korean popular discourse -- 2. The Korean Wave and anti- |

Korean discourse in Japan: A genealogy of popular representations of Korea 1984–2005 -- 3. Winter Sonata and the politics of memory -- 4. 'Hand in hand': Sino-Korean musical exchange in the Korean Wave -- 5. Cross-cultural interactions through mass media products: Cognitive and emotional impacts of Chinese people's consumption of Korean media products -- Part 2 – Embodying the Korean Wave -- 6. Consuming Japan: Early Korean girls comic book artists' resistance and empowerment -- 7. Buying youth: Japanese fandom of the Korean Wave -- 8. Chogukjeok pan-East Asian soft masculinity: Reading 'Boys over Flowers', 'Coffee Prince' and Shinhwa fan fiction -- 9. Hallyu ballyhoo and Harisu: Marketing and representing the transgendered in South Korea -- Part 3 – Wave Mechanics: Media Production and Soft Power -- 10. Inroads for cultural traffic: Breeding Korea's cinematiger -- 11. Creating a different wave: Animating a market for Korean animation -- 12. The success and limitations of Japanese comics and animation in the US: Can Korean manhwa and animation follow suit? -- 13. Remaking the Korean romcom: A case study of *Yeopgijeogin geunyeo* and *My Sassy Girl* -- Part 4 – Undertow: The Significance of Media Flows and Soft Power -- 14. Re-imagining China's future: Soft power, cultural presence and the East Asian media market -- 15. The limits of soft power -- 16. Cultural exchange and national specificity -- List of contributors

---

#### Sommario/riassunto

Complicated Currents: Media Flows, Soft Power and East Asia is a scholarly examination of the dynamic interplay between media, culture, and soft power in the East Asian context. Edited by Daniel Black, Stephen Epstein, and Alison Tokita, this volume explores the impact of transnational media flows on national identity, cultural exchange, and international relations. The book delves into phenomena such as the Korean Wave and its influence across Asia and beyond, analyzing how media products like television dramas and pop music contribute to cultural diplomacy and national branding. It also addresses the complexities of media consumption in a globalized world, highlighting both the opportunities and challenges posed by these flows. This work is intended for scholars, students, and readers interested in media studies, cultural studies, and Asian studies.

---