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Nota di contenuto	English fever : problematising language proficiency testing in South Korea / Lorna Carson -- The development of Confucius Institutes and some implications for language centres in European higher education / Mary Ruane -- The creation of an active learning context for a Chinese class / Ann Devitt and Weiming Liu -- The translation of gender representation in Keyes's Watermelon and Ahern's P.S. I love you into Vietnamese / Nhat Tuan Nguyen -- An investigation of Chinese national cinema through the representation of nationalism in Chinese martial arts films / Qi Zhang and Zhouxiang Lu, and others -- Re-routing intercultural theatre? : a Chinese perspective on the Royal Shakespeare Company's The orphan of Zhao / Wei Feng -- Game localisation as emotion engineering : methodological exploration / Minako O'Hagan -- Towards the optimal use of impact captions on TV programmes / Ryoko Sasamoto and Stephen Doherty -- A place for translation technologies in disaster settings : the case of the 2011 Great East Japan earthquake / Patrick Cadwell -- The view from Asian

writing systems : eye movement control in reading Thai and Chinese /
Ronan G. Reilly and Inthraporn Aranyanak.

Sommario/riassunto

"The chapters within this volume comprise selected papers from the 5th Annual Conference of the Asian Studies Irish Association (A.S.I.A.) held at Dublin City University in November 2013. Discussing the conference theme Conflict and Communication: A Changing Asia in a Globalising World, this volume presents multiple perspectives articulated by scholars across disciplines that include translation studies, language studies, literary studies and computer science. Within such disciplinary diversity emerged a unity which converged on language and culture as fundamental points of analysis. This volume covers research topics relating to China, Korea, Japan, Thailand, and Vietnam, as well as Asia as a whole in a globalising world"--
