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Autore	Berger Stephen
Titolo	Infectious diseases of Mali // Stephen Berger, MD
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Descrizione fisica	1 online resource (303 pages) : color illustrations, tables
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Descrizione fisica	1 online resource (251 pages)
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Nota di contenuto	Part I Governments and Cultural Flows: National Cultural Policies and Urban Strategies -- 1 The Korean Government's New Cultural Policy in the Age of Social Media (Dal Yong Jin) -- 2 Cool Japan' and Creative Industries: An Evaluation of Economic Policies for Popular Culture Industries in Japan (Nobuko Kawashima) -- 3 Asian and Global? Japan and Tokyo's Cultural Branding Beyond the 2020 Olympic and Paralympic Games (Grace Gonzalez Basurto) -- 4 Between Control and Disruption: News Media and Cultural Flows in Singapore and Hong Kong, China (Lorraine Lim) -- 5 The Korean Wave, encountering Asia and cultural policy (Hye-Kyung Lee) -- Part II Creating Cultural Flows: Asian Creative Industries -- 6 How exhibitions flow: governments, museums, and special exhibitions in Taiwan (June Chi-Jung CHU) -- 7 Cultural Flows and the Global Film Industry: a Comparison of Asia and Europe as Regional Cultures (Diana Crane) -- 8 Cultural Exports, Creative Strategies and Collaborations in the Mainland Chinese Market (Brian Yecies) -- 9 Regionalization of Taiwanese Post-Confucian TV Dramas: A Case Study of Tsai Yueh-hsun's White Tower and Black &

White (Jocelyn Yi-hsuan Lai) -- Part III Demand, Reception and Engagement—Cultural Flows and Media Consumers in Asia -- 10 A New Player in Asian Media Circulation: A Case Study of Full House Thai (Amporn Jirattikorn) -- 11 Have you realized this forum has a lot to do with Japan?": Transnational yaoi manga online (Simon David Turner) -- 12 The Diffusion of Music via YouTube: Comparing Asian and European Music Video Charts Just Kist & Marc Verboord (Marc Verboord) -- 13 Japanese and Korean Popular Culture and Identity Politics in Taiwan (Shuling Huang) -- Index.

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Sommario/riassunto

This book investigates economic, political, and cultural conditions that have led to transnational flows of culture in Asia. Coverage also looks at the consequences of an increasingly interconnected Asian regional culture as well as policy makers and cultural industries' response to it. The book features essays written by researchers from different countries in Asia and beyond with diverse disciplinary backgrounds. The volume also contains engaging examples and cases with comparative perspectives. The contributors provide readers with grounded analysis in the organizational and economic logics of Asian creative industries, national cultural policies that promote or hinder cultural flows, and the media convergence and online consumers' surging demand for Asianized cultural products. Such insights are of crucial importance for a better understanding of the dynamics of transnational cultural flows in contemporary Asia. In addition, the essays aim to "de-westernize" the study of cultural and creative industries, which draws predominantly on cases in the United States and Europe. The contributors focus instead on regional dynamics of the development of these industries. The popularity of J-Pop and K-Pop in East and Southeast Asia (and beyond) is now well known, but less is known about how this happened. This volume offers readers theoretical tools that will help them to make better sense of those exciting phenomena and other rising cultural flows within Asia and their relevance to the global cultural economy.

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