

1. Record Nr.	UNINA9910456365003321
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Titolo	New television, globalisation, and the East Asian cultural imagination [[electronic resource] /] / Michael Keane, Anthony Fung and Albert Moran
Pubbl/distr/stampa	Hong Kong, : Hong Kong University Press, c2007
ISBN	988-220-721-9 1-282-70919-4 9786612709197 988-8052-59-4
Descrizione fisica	1 online resource (229 p.)
Altri autori (Persone)	FungAnthony Y. H MoranAlbert
Disciplina	791.45095
Soggetti	Television programs - East Asia - Plots, themes, etc Popular culture - East Asia Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [203]-217) and index.
Nota di contenuto	Out of nowhere -- Pt. 1. Adaptation and local production in east Asia -- Performing the local in the global -- Rethinking structures of dominance, translation effects, and export models -- Formats, genres, and engines -- Pt. 2. Formats, clones, and generic variations -- Cultural diversity, trade, and technology transfer -- The international currency of Who wants to be a millionaire? -- Knowledge, economy, and government -- Super girl and the performing of quality -- The artifice of reality in East Asia -- Ad magazines, care of the self, and new windows of opportunity -- Pt. 3. New television -- Adaptation, imitation, and innovation -- New television.
Sommario/riassunto	This book challenges assumptions that have underpinned critiques of globalization. Combining cultural theory with media industry analysis the authors set out a groundbreaking account of how the medium of television is evolving in the post-broadcasting era, and how programming ideas are creatively redeveloped and franchised in East Asia. While many of the television programs, formats, and genres in

this study originate from Western origins, it is their reception and adaptation within East Asia that illustrates what the authors term the East Asian cultural imagination.

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