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Nota di contenuto	Preface -- Introduction -- 1. East Asian pop culture : mapping the contours -- 2. Pop culture China -- 3. Taiwan's present/Singapore's past mediated by the Hokkien language -- 4. Placing Singapore in East Asian pop culture -- 5. The structure of identification and distancing in watching East Asian television drama -- 6. Layers of audience communities -- 7. Pop culture as soft power -- Conclusion -- Notes -- References -- Index.
Sommario/riassunto	East Asian pop culture can be seen as an integrated cultural economy emerging from the rise of Japanese and Korean pop culture as an

influential force in the distribution and reception networks of Chinese language pop culture embedded in the ethnic Chinese diaspora. Taking Singapore as a locus of pan-Asian Chineseness, Chua Beng Huat provides detailed analysis of the fragmented reception process of transcultural audiences and the processes of audiences' formation and exercise of consumer power and engagement with national politics.

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