

1. Record Nr.	UNINA9910462654903321
Autore	Chua Beng Huat
Titolo	Structure, audience and soft power in East Asian pop culture [[electronic resource] /] / Chua Beng Huat
Pubbl/distr/stampa	Hong Kong, : Hong Kong University Press London, : Eurospan [distributor], 2012
ISBN	988-220-912-2 1-283-57806-9 9786613890511 988-220-875-4
Descrizione fisica	1 online resource (199 p.)
Collana	TransAsia: screen cultures
Disciplina	306.095
Soggetti	Chinese - Foreign countries - Intellectual life - 21st century Chinese - Foreign countries - Social life and customs - 21st century Consumption (Economics) - East Asia Culture diffusion - East Asia Mass media and culture - East Asia Mass media - Political aspects - East Asia Politics and culture - East Asia Popular culture - East Asia Popular culture - Singapore 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. [165]-176) and index.
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.
