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| Nota di contenuto | Introduction / Jonathan D. Mackintosh, Chris Berry, and Nicola Liscutin -- I. Reflections on cultural studies in/on northeast Asia -- 1. Reconsidering East Asian connectivity and the usefulness of media and cultural studies / Koichi Iwabuchi -- 2. Asian cultural studies : recapturing the encounter with the heterogeneous in cultural studies / Michael Dutton -- 3. How to speak about oneself : theory and identity in Taiwan / Mark Harrison -- II. Cultural industries in northeast Asia -- 4. Placing South Korean cinema into the Pusan International Film Festival : programming strategy in the global/local context / SooJeong Ahn -- 5. Global America? : American-Japanese film co-productions from Shogun (1980) to Lost in translation (2003) / Yoshi Tezuka -- 6. |

In between the values of the global and the national : the Korean animation industry / Ae-Ri Yoon -- III. Discourse, crossing borders -- 7. The transgression of sharing and copying : pirating Japanese animation in China / Laikwan Pang -- 8. The East Asian brandscape : distribution of Japanese brands in the age of globalization / Shinji Oyama -- 9. Korean pop music in China : nationalism, authenticity, and gender / Rowan Pease -- IV. Nationalism and transnationalism : the case of Korea and Japan -- 10. Surfing the neo-nationalist wave : a case study of manga kenkanryu / Nicola Liscutin -- 11. Melodrama, exorcism, mimicry : Japan and the colonial past in the new Korean cinema / Mark Morris -- 12. Reconsidering cultural hybridities : transnational exchanges of popular music in between Korea and Japan / Yoshitaka Mori -- Notes -- General bibliography -- Index.

Sommario/riassunto

Highlights how regional popular cultures and creative industries have become globally powerful, analyzing gender and labor issues amid differing regulatory frameworks of cultural production and piracy in Asia.
