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| Autore | Iwabuchi Koichi <1960-> |
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| Disciplina | 303.48/252 |
| Soggetti | Multiculturalism - Japan Internationalism - Economic aspects - Japan Nationalism - Japan Business names - Political aspects - Japan Globalization - Political aspects - Japan Marketing - Political aspects - Japan Mass media - Political aspects - Japan Japan Relations Japan Ethnic relations Japan Commerce |
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| Nota di contenuto | Introduction: Media culture globalization and national border transgression -- Banal inter-nationalism and its others -- Cool Japan, brand nationalism and the public interest -- Lost in trans-nation : post-Orientalism and actually existing multicultural reality -- Making it multinational : media representation of multicultural Japan -- The Korean wave and the dis/empowering of resident Koreans in Japan -- East Asian media culture connections, inter-Asian referencing and cross-border dialogue. |
| Sommario/riassunto | "This book discusses how the evolution of market-driven cultural globalization has reinforced the administration of national cultural borders in Japan. As a result of these processes, a particular kind of cross-border connectivity and exchange is embraced while cross-border dialogue and engagement with multicultural questions within |

