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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.
