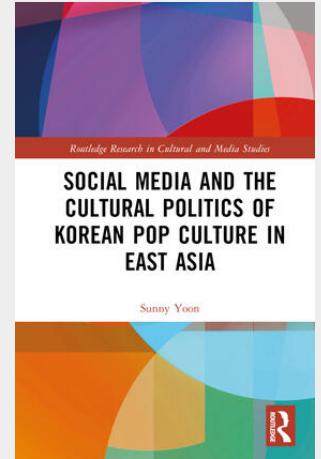


Yoon

Social Media and the Cultural Politics of Korean Pop Culture in East Asia

This volume examines international engagement with Korean popular culture in East Asian online spaces, and how Asian identities are formed and perceived between nations within the region. In the context of global diversification and growing public participation in global issues, it builds up a new theoretical perspective in order to explain the emerging power of Asia in the global mediascape. With a focus on Korean media, touching upon K-pop and the phenomenon of Hallyu and anti-Hallyu, the author also looks at Japan, China, and Taiwan in this regional study. Combining theory with ethnographic audience studies in East Asian countries, the book elucidates East Asian media in a larger context of the changing global structure and media technology. This book will interest academics and students working on Asian popular culture and media, new media, East Asian studies, participatory media, and digital communication.



185,50 €

173,36 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032532691
Medium: Buch
ISBN: 978-1-032-53269-1
Verlag: Routledge
Erscheinungstermin: 25.08.2023
Sprache(n): Englisch
Auflage: 1. Auflage 2023
Serie: Routledge Research in Cultural and Media Studies
Produktform: Gebunden
Gewicht: 399 g
Seiten: 154
Format (B x H): 156 x 234 mm

