

Table of Contents

- Notes on Contributors p. vii
- Acknowledgments p. x
- 1 Introduction: Our Asian Media Studies? John Nguyet Erni and Siew Keng Chua p. 1
- I Moving In, Moving Out: Transnational Flows p. 17
- 2 Discrepant Intimacy: Popular Culture Flows in East Asia Koichi Iwabuchi p. 19
- 3 Hook 'em Young: McAdvertising and Kids in Singapore Siew Keng Chua and Afshan Junaid p. 37
- 4 Techno-Orientalization: The Asian VCD Experience Kelly Hu p. 55
- II Moving Backward, Moving Forward: Histories and Politics p. 73
- 5 The Struggle for Press Freedom and Emergence of "Unelected" Media Power in South Korea Myung-koo Kang p. 75
- 6 "Forward-Looking" News?: Singapore's News 5 and the Marginalization of the Dissenting Voice Sue Abel p. 91
- 7 Beyond the Fragments: Reflecting on "Communicational" Cultural Studies in South Korea Keehyeung Lee p. 116
- 8 Re-advertising Hong Kong: Nostalgia Industry and Popular History Eric Kit-wai Ma p. 136
- III Moving Between: Formations of Audiences and Subjectivities p. 159
- 9 The Whole World is Watching Us: Music Television Audiences in India Vamsee Juluri p. 161
- 10 From Variety Shows to Body-Sculpting Commercials: Figures of Audience and the Sexualization of Women/Girls Irene Fang-chih Yang p. 183
- 11 Recuperating Malay Custom/Adat in Female Sexuality in Malaysian Films Gaik Cheng Khoo p. 207
- 12 The Formation of a Queer-Imagined Community in Post-Martial Law Taiwan John Nguyet Erni and Anthony J. Spires p. 225
- Index p. 253