



Asian Popular Culture in Transition (Routledge Contemporary Asia Series)

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Asian Popular Culture in Transition examines contemporary consumption practices in South Korea, China, India, and Japan, and both updates and extends popular culture studies of the region. Through an interdisciplinary lens, this collection of essays explores how recent advances and shifts in information technologies and globalization have impacted cultural markets, fashion, the digital generation, mobile culture, femininity, matrimonial advertising, and a film actress' image and performance. Drawing upon a diverse range of sources and methods including historical research, content analysis, anthropological observation, textual analyses, and interviews, *Asian Popular Culture in Transition* makes a significant contribution to this growing area of research.

Given its broad range of countries, theories, and approaches, this book will be of great interest to students and scholars of Asian studies, cultural studies, media and communication studies, and gender studies.

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