

CONTENTS

<i>Contributors</i>	x
<i>Acknowledgements</i>	xiv
1 Introduction	
Asian popular culture: the global (dis)continuity	1
<i>Anthony Y.H. Fung</i>	
PART I	
The dominance of global continuity: cultural localization and adaptation	19
2 When Chinese youth meet Harry Potter: translating consumption and middle-class identification	21
<i>John Nguyet Erni</i>	
3 One region, two modernities: Disneyland in Tokyo and Hong Kong	42
<i>Micky Lee and Anthony Y.H. Fung</i>	
4 Comic travels: Disney publishing in the People's Republic of China	59
<i>Jennifer E. Altehenger</i>	
5 Saving face for magazine covers: new forms of transborder visibility in urban China	76
<i>Eric Kit-wai Ma</i>	

- 6 Cultural consumption and masculinity: a case study of
GQ magazine covers in Taiwan 94
Hong-Chi Shiau

PART II

Global discontinuity: the local absorption of global culture 111

- 7 An unlocalized and unglobalized subculture: English
language independent music in Singapore 113
Kai Khiun Liew and Shzr Ee Tan
- 8 “Only mix, never been cut”: the localized production
of Jamaican music in Thailand 139
Viriya Sawangchot
- 9 Popular online games in the Taiwanese market: an
examination of the relationships of media globalization
and local media consumption 154
Lai Chi Chen
- 10 The rise of the Korean cinema in inbound and
outbound globalization 172
Shin Dong Kim

PART III

Cultural domestication: a new form of global continuity 195

- 11 Pocket capitalism and virtual intimacy: Pokémon as a
symptom of post-industrial youth culture 197
Anne Allison
- 12 Playing the global game: Japan brand and globalization 213
Kukhee Choo

PART IV

China as a rising market: cultural antagonism and globalization	231
13 China's new creative strategy: the utilization of cultural soft power and new markets <i>Michael Keane and Bonnie Rui Liu</i>	233
14 Renationalizing Hong Kong cinema: the gathering force of the mainland market <i>Michael Curtin</i>	250
<i>Index</i>	267