Asian Media Studies: Politics of Subjectivities
John Nguyet Erni (Editor), Siew Keng Chua (Editor)

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DESCRIPTION

This groundbreaking collection of original essays provides new perspectives in Asian media studies. The volume covers a diverse range of topics from media policy to globalization, using lively examples from various countries and media.

ABOUT THE AUTHOR

John Nguyet Erni is Associate Professor of Media and Cultural Studies and Coordinator of Graduate Studies in the Department of English and Communication, City University of Hong Kong. He is author of Unstable Frontiers: Technomedicine and the Cultural Politics of “Curing” AIDS (1994); editor of a special issue entitled “Becoming (Postcolonial) Hong Kong” for Cultural Studies (2001); and co-editor, with Ackbar Abbas, of Internationalizing Cultural Studies (Blackwell 2004).

Siew Keng Chua is Professor of Communication Studies at the Auckland University of Technology. Her work in the fields of Asian media, gender studies, and cultural studies has been published in The Journal of International Communication, Jump Cut, and Cinemaya.
FEATURES

Outlines the new critical perspectives in media studies in and about Asia within the current debates about globalization.

• Covers the key areas of research in Asian media studies, from textual reading, through policy studies, to audience/reception studies.

• Features engaging examples, including Singapore TV news and advertising, Hong Kong nostalgia, sexuality in Malaysian film, VCD technology, and queer communities in Taiwan.

• Explores media globalization in Singapore, Malaysia, India, Hong Kong, China, and Japan.

• Contributors are from a younger generation of Asian-born scholars of different backgrounds (indigenous, subaltern, diasporic, and others), who make up the “second wave” of critical Asian media studies.

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