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Global Capital, Local Culture: Transnational Media ...

Global Capital, Local Culture: Transnational Media Corporations in China By: Anthony Y. H. Fung published: July, 2008: Amazon.co.uk: Anthony Y. H. Fung: Books

Global Capital, Local Culture: Transnational Media ...

The tension between the global and the local is best embodied but unresolved by the emergence of the hybrid term `glocal'. Probably such tension is not meant to be resolved, but to be studied, analyzed and understood.

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It refers specifically to idea that there is now a global and common mono-culture – transmitted and reinforced by the internet, popular entertainment transnational marketing of particular brands and international tourism – that transcends local cultural traditions and lifestyles, and that shapes the perceptions, aspirations, tastes and everyday activities of people wherever they may live in the world'

What is Cultural Globalisation? – ReviseSociology

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Global capitalism is the fourth and current epoch of capitalism. What distinguishes it from earlier epochs of mercantile capitalism, classical capitalism, and national-corporate capitalism is that the system, which was previously administered by and within nations, now transcends nations, and thus is transnational, or global, in scope.

How Global Capitalism Works - ThoughtCo

proponents and as suppliers of a transnational culture. The free movement of people across global boundaries could also place an increasing strain on more developed areas that have a higher...

Global Capital, Local Culture: Transnational Media ...
Global Capital, Local Culture: Transnational Media Corporations in China Popular Culture and Everyday Life: Amazon.co.uk: Anthony Y. H. Fung: Books

This book examines the way transnational media companies have entered the Chinese entertainment market. Based on the author's ethnographic work and over 100 interviews with senior executives in global media corporations, including Warner Bros. Pictures, Viacom's MTV Channel, and Nickelodeon and News Corporation's Channel V, the book analyzes the concrete globalization/localization strategies of these corporations and how they cope with the various political and economic constraints of working in China.

'New Media for a New China' is an introduction to the state of the mass media in the People's Republic of China. This awakening giant is going through tremendous social, economic and political changes. This book analyses and delineates the diverse roles and interactions that China's media play within the Chinese juggernaut.

This book examines different aspects of Asian popular culture, including films, TV, music, comedy, folklore, cultural icons, the Internet and theme parks. It raises important questions such as – What are the implications of popularity of Asian popular culture for globalization? Do regional forces impede the globalizing of cultures? Or does the Asian popular culture flow act as a catalyst or conveying channel for cultural globalization? Does the globalization of culture pose a threat to local culture? It addresses two seemingly contradictory and yet parallel processes in the circulation of Asian popular culture: the interconnectedness between Asian popular culture and western culture in an era of cultural globalization that turns subjects such as Pokémon, Hip Hop or Cosmopolitan into truly global phenomena, and the local derivatives and versions of global culture that are necessarily disconnected from their origins in order to cater for the local market. It thereby presents a collective argument that, whilst local social formations, and patterns of consumption and participation in Asia are still very much dependent on global cultural developments and the phenomena of modernity, yet such dependence is often concretized, reshaped and distorted by the local media to cater for the local market.

This is the first book that sheds light on global game industries and cultural policy. The scope covers the emerging and converging theory and models on cultural industries and its development, and their connection to national cultural policy and globalization. The primary focus of the book is on Asian cultural policy and industries while there are implicit comparisons throughout the book to compare Asia to other global markets. This book is aimed at advanced undergraduates, graduate students and faculty members in programs addressing cultural policy and digital games. It will also be of interest to those within the cultural policy community and to digital games professionals.

This groundbreaking collection focuses on what may be, for cultural studies, the most intriguing aspect of contemporary globalization—the ways in which the postnational restructuring of the world in an era of transnational capitalism has altered how we must think about cultural production. Mapping a "new world space" that is simultaneously more globalized and localized than before, these essays examine the dynamic between the movement of capital, images, and technologies without regard to national borders and the tendency toward fragmentation of the world into increasingly contentious enclaves of difference, ethnicity, and resistance. Ranging across issues involving film, literature, and theory, as well as history, politics, economics, sociology, and anthropology, these deeply interdisciplinary essays explore the interwoven forces of globalism and localism in a variety of cultural settings, with a particular emphasis on the Asia-Pacific region. Powerful readings of the new image culture, transnational film genre, and the politics of spectacle are offered as is a critique of globalization as the latest guise of colonization. Articles that unravel the complex links between the global and local in terms of the unfolding narrative of capital are joined by work that illuminates phenomena as diverse as "yellow cab" interracial sex in Japan, machinic desire in Robocop movies, and the Pacific Rim city. An interview with Fredric Jameson by Paik Nak-Chung on globalization and Pacific Rim responses is also featured, as is a critical afterword by Paul Bové. Positioned at the crossroads of an altered global terrain, this volume, the first of its kind, analyzes the evolving transnational imaginary—the full scope of contemporary cultural production by which national identities of political allegiance and economic regulation are being undone, and in which imagined communities are being reshaped at both the global and local levels of everyday existence.

Since the 1990s there has been a dramatic increase in cultural flows and connections between the countries in the East Asian region. Nowhere is this more apparent than when looking at popular culture where uneven but multilateral exchanges of Japanese, Korean, Taiwanese, Hong Kong and Chinese products have led to the construction of an 'East Asian Popular Culture'. This is both influenced by, and in turn influences, the national cultures, and generates transnational co-production and reinvention. As East Asian popular culture becomes a global force, it is increasingly important for us to understand the characteristics of contemporary East Asian popular culture, and in particular its transnational nature. In this handbook, the contributors theorize East Asian experiences and reconsider Western theories on cultural globalization to provide a cutting-edge overview of this global phenomenon. The Routledge Handbook of East Asian Popular Culture will be of great interest to students and scholars of a wide range of disciplines, including: Cultural Studies, Media Studies, Communication Studies, Anthropology, Sociology and Asian Studies in general.

Self-help books aim to empower their readers and deliver happiness and personal fulfilment but do they really live up to this? This book offers a fresh perspective on self-help culture and popular psychology. Research on this subject matter has generally focused on the USA and the Global Northwest. In contrast, this book explores the production, circulation and consumption of self-help books from an innovative transnational perspective. Case studies on Trinidad, Mexico, the People's Republic of China, the UK and the USA explore the roles which self-help's therapeutic narratives of self and social relationships play in the contemporary world. In this context, the book questions the extent to which self-help fulfils its promise of individual autonomy and contentment. At the same time, it addresses debates about contemporary political change under transnational processes of cultural standardization.

Cultural Policy and East Asian Rivalry is an exploration of the market, challenges and competition in the Hong Kong gaming industry in relation to a wider Chinese and East Asian context. This book looks at the impact of the lack of cultural policy on creative industries.

In an interactive and densely connected world, transnational communication has become a central feature of everyday life. Taking account of a variety of media formats and different regions of the world, Adrian Athique provides a much-needed critical exploration of conceptual approaches to media reception on a global scale. Engaging both the historical foundations and contemporary concerns of audience research, Athique prompts us to reconsider our contemporary media experience within a transnational frame. In the process, he provides valuable insights on culture and belonging, power and imagination. Beautifully written and strongly argued, Transnational Audiences: Media Reception on a Global Scale will be essential reading for students and teachers of global media, culture and communications.

This volume examines the range of Non-Trade Concerns (NTCs) that may conflict with international economic rules and proposes ways to protect them within international law and international economic law. Globalization without local concerns can endanger relevant issues such as good governance, human rights, right to water, right to food, social, economic, cultural and environmental rights, labor rights, access to knowledge, public health, social welfare, consumer interests and animal welfare, climate change, energy, environmental protection and sustainable development, product safety, food safety and security. Focusing on China, the book shows the current trends of Chinese law and policy towards international standards. The authors argue that China can play a leading role in this context: not only has China adopted several reforms and new

regulations to address NTCs; but it has started to play a very relevant role in international negotiations on NTCs such as climate change, energy, and culture, among others. While China is still considered a developing country, in particular from the NTCs' point of view, it promises to be a key actor in international law in general and, more specifically, in international economic law in this respect. This volume assesses, taking into consideration its special context, China's behavior internally and externally to understand its role and influence in shaping NTCs in the context of international economic law.

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