

Contents

Acknowledgments	vii
Introduction: Media and Cultural Globalization and National Border Transgression	1
1 Banal Inter-nationalism and Its Others	9
2 Cool Japan, Brand Nationalism, and the Public Interest	25
3 Lost in Trans-Nation: Post-Orientalism and the Actually Existing Multicultural Reality	43
4 Making It Multinational: Media Representation of Multicultural Japan	61
5 The Korean Wave and the Dis/empowering of Resident Koreans in Japan	79
6 East Asian Media Culture, Inter-Asian Referencing, and Cross- Border Dialogue	99
Conclusion	115
References	123
Index	131
About the Author	137