

Contemporary Culture and Media in Asia

Edited by
Daniel Black, Olivia Khoo
and Koichi Iwabuchi

ROWMAN &
LITTLEFIELD
INTERNATIONAL

London • New York

Contents

Introduction: A Trans-Asia Approach to Contemporary Cultural and Media Studies	1
PART I: TOPOGRAPHY OF TRANS-ASIA	11
1 A Postcolonial Amnesia <i>Ariel Heryanto</i>	13
2 Hollywood North, Asiawood West: Vancouver as a Transpacific Film Location <i>Helen Hok-Sze Leung</i>	31
3 The Yellow Pacific: East Asian Pop Culture and East Asian Modernities <i>Younghan Cho</i>	49
PART II: MEDIA AND MUSLIM CULTURES	67
4 Who Wants to Be a (Muslim) Millionaire? Motivation, Modernity, and the Power of Positive Narratives in Contemporary Indonesia <i>Meghan Downes</i>	69
5 Modern Manuals and Islamic Inspiration: Negotiating Modernity in Malaysian Islamic-themed Cinema <i>Leonie Schmidt</i>	91
6 Re-embedding Media Trajectories of the Islamic Resurgence <i>Julian Millie</i>	111

PART III: CULTURAL POLITICS ACROSS BORDERS: ETHNICITY, GENDER, SEXUALITY	123
7 Desiring the Mainstream/Enchantment as Tactic (of Recognition): Minority Visuality in Hong Kong South Asian Youth's Short Films <i>Lisa Yuk-ming Leung</i>	125
8 Long Live Cuteness: S.H.E.'s 'Girl Power' and the Negotiations with Nationalisms in the Chinese-language Market <i>Fang-chih Irene Yang and Liew Kai Khiun</i>	139
9 Picturing Queer India(s) <i>Shalmalee Palekar</i>	155
PART IV: DIGITAL MEDIA AND SOCIAL ACTION	173
10 A Portrait of the Creative Worker as a Young Economic Man: Digital Creative Labour in South Korea <i>Yeran Kim</i>	175
11 The Political Styles of Online Activism in China <i>Guobin Yang and Wei Wang</i>	191
12 Media, Place, Sociality and National Publics: Chinese International Students in Translocal Networks <i>Fran Martin</i>	207
Afterword: On Meta-media for Trans-Asia <i>John Nguyet Erni</i>	225
References	231
Index	261
About the Contributors	265