Contents

Part I Governments and Cultural Flows: National Cultural Policies and Urban Strategies 1 The Korean Government's New Cultural Policy in the Age of Social Media Dal Yong Jin 'Cool Japan' and Creative Industries: An Evaluation Nobuko Kawashima 3 Asian and Global? Japan and Tokyo's Cultural Branding Grace Gonzalez Basurto 4 Between Control and Disruption: News Media and Cultural Flows in Singapore and Hong Kong, China..... 59 Lorraine Lim The Korean Wave, Encountering Asia and Cultural Policy..... 5 75 Hye-Kyung Lee Part II Creating Cultural Flows: Asian Creative Industries How Exhibitions Flow: Governments, Museums, and Special Exhibitions in Taiwan 93 June Chi-Jung Chu Cultural Flows and the Global Film Industry: A Comparison of Asia and Europe as Regional Cultures Diana Crane Cultural Exports, Creative Strategies and Collaborations Brian Yecies and Michael Keane

9	Regionalization of Taiwanese Post-Confucian TV Dramas: A Case Study of Tsai Yueh-hsun's White Tower and Black & White Jocelyn Yi-hsuan Lai	145
Part III Demand, Reception and Engagement—Cultural Flows and Media Consumers in Asia		
10	Thai Television Dramas, a New Player in Asian Media Circulation: A Case Study of Full House Thai Amporn Jirattikorn	167
11	"Have You Realized This Forum Has a Lot To Do with Japan?": Transnational yaoi Manga Online Simon David Turner	183
12	The Diffusion of Music Via YouTube: Comparing Asian and European Music Video Charts	197
13	Japanese and Korean Popular Culture and Identity Politics in Taiwan	215
Ind	ex	233

nrt II Creating Cultural Flows: Asian Creative Industries

and Special Exhibitions in Taiwan
June Chi-Jung Chu

of Asia and Europe as Regional Cultures

Diana Crane

in the Mainland Chinese Market

117