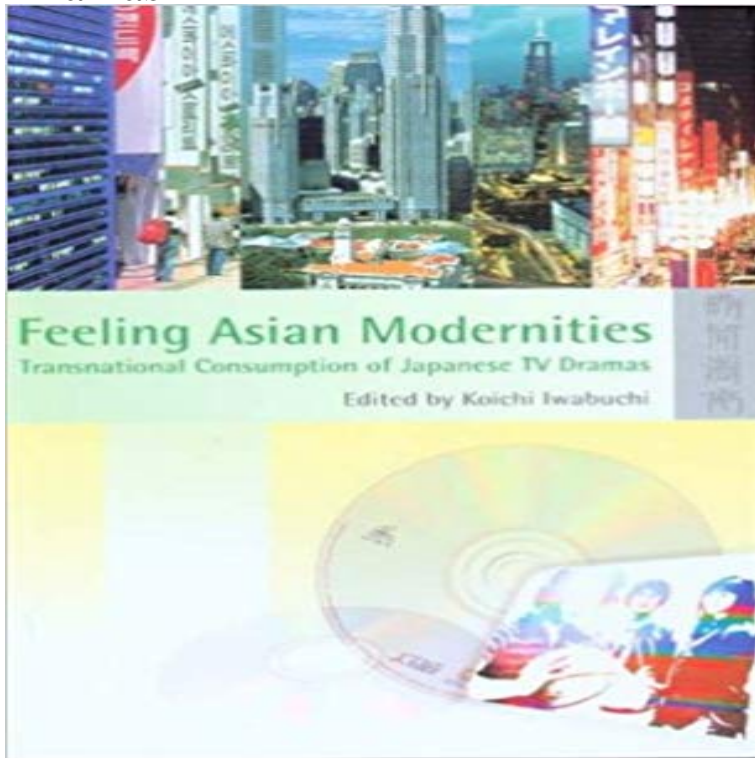


Feeling Asian Modernities: Transnational Consumption of Japanese TV Dramas



The recent transnational reach of Japanese television dramas in East and Southeast Asia is unprecedented, and not simply in terms of the range and scale of diffusion, but also of the intense sympathy many young Asians feel toward the characters in Japanese dramas, so that they cope with their own modern lives by emulating the lives on screen.

Edited by Koichi Iwabuchi. The recent transnational reach of Japanese television dramas in East and Southeast Asia is unprecedented, and not simply in terms of the range and scale of diffusion, but also of the intense sympathy many young Asians feel toward the characters in Japanese dramas, so that they cope with their own modern lives by emulating the lives on screen. (2004a) *Feeling Asian Modernities: Transnational Consumption of Japanese TV Dramas*, Hong Kong: Hong Kong University Press. (2004b) Introduction: Get this from a library! *Feeling Asian Modernities: Transnational Consumption of Japanese TV Dramas*. [Koichi Iwabuchi] -- Through an empirical analysis of how Japanese television dramas are consumed in East and Southeast Asia, this book explores the ways in which these dramas have become a part of the cultural landscape of these regions. The book is divided into two parts: the first part discusses the reception of Japanese television dramas in East and Southeast Asia, and the second part discusses the reception of Japanese television dramas in Taiwan. The book is a valuable resource for anyone interested in the study of Japanese television dramas and their impact on Asian societies.