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Ikoro – Journal of Institute of African Studies, Volume 9, No. 1 & 2, September  
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THE COMPLETE NIGERIAN : A self-confessed Tale-Bearer's guide book to the  
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Globalization, Consumption and Popular Culture in East Asia / Tai Wei Lim Wen  
Xin Lim, Xiaojuan Ping, Hui-Yi Tseng

World Scientific Publishing Co. Pte. Ltd.,Singapore 2016

412p.

9789814678193

\$ 150.00 / HB

This book aims to provide comprehensive empirical and theoretical studies of expanding fandom communities in East Asia through the commodification of Japanese, Korean and Chinese popular cultures in the digital era. Using a multidisciplinary approach including political economy, East Asian studies, political science, international relations concepts and history, this book focuses on a few research objectives. In terms of methodology, it is an area studies approach based on interpretative work, observation studies, policy and textual analysis. First, it aims to examine the closely intertwined relationship between the three major stakeholders in the iron triangle of production companies, consumers and states (i.e., role of government in policy promotion). Second, it studies the interpenetration, adaptation, innovation and hybridization of exogenous Western culture with traditional popular cultures in (North) East Asia. Third, it studies the influence of popular cultures and how cultural products resonate with a regional audience through collective consumption, contents reflective of normative values, the emotive and cognitive appeal of familiar images and social learning as well as peer effect found in fan communities. It then examines how consumption contributes to soft cultural influence and how governments leverage on its comparative advantages and cultural assets for commercial success and in the process augment national (cultural) influence. These questions will be discussed and analyzed and contextualized through the case studies of J-pop (Japanese popular culture), K-pop (Korean popular culture or Hallyu) and Chinese popular culture (including Mando-pop and Taiwanese popular culture).

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Migration in East and Southeast Asia / Samuel C Y Ku, Kristina Kironka

World Scientific Publishing Co. Pte. Ltd.,Singapore 2016

300p.

9789813141667

\$ 120.00 / HB

There has been an undisputed increase in the importance of migration over the past decades. It is one of the effects of an increasingly globalized world, where capitalism and free trade are gaining prominence. Migration in East and Southeast Asia aims to bring migration-related problems in Asia to the forefront. The first part of the book deals with migration in Greater China, a region influenced by Confucianism. The "three Chinas" used to have a close connection in the past, and presently share much similarity. The Hong Kongese and Taiwanese societies are based on migration from Mainland China. However, each society has endured significant social, economic, and political changes. The second part of the book offers a closer look at migration flows in Southeast Asia. Most of the intra-ASEAN migration involves low-skilled labor for construction, agriculture, and domestic work. This book hopes to offer valuable insights into various topics related to migration in the region.

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Understanding Chinese Society : Changes and Transformation / Eileen Yuk-ha  
Tsang

World Scientific Publishing Co. Pte. Ltd.,Singapore 2016

xvi, 172p.

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ISSN: 1793-0847 ; 9789814644853

\$ 110.00 / HB

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2.Social change – China

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Indonesians / (Ed) Antje Missbach and Jenma Purdey

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viii, 300p.

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\$ 39.50 / PB

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The Culture of Migration in the Philippines : Of Jeepneys and Balikbayan Boxes /  
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Social Science Research Report Series No. 37 / Gulleliat Teshome (Kibretsion)

Organisation for Social Science Research in Eastern and Southern Africa  
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ISSN: 1608-6287

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