



medi@sia: Global Media/tion In and Out of Context (Routledge Studies in Asia's Transformations)

T.J.M. Holden, Timothy J. Scrase

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medi@sia: Global Media/tion In and Out of Context (Routledge Studies in Asia's Transformations)

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This new inter-disciplinary book is the first comparative, case-based analysis of media panoply in (and out of) Asia today. Examining what the authors call the "media/tion equation", the contributors demonstrate the multiple links between media, society and culture, and advance the claim that media is the key means through which Asians experience, understand, effect and are affected by the worlds containing them.

Exploring a relatively neglected principle in cultural studies - that context counts - *medi@sia* highlights how the experiences of those encountering media messages differ depending on social, economic, political and ideational conditions. Balancing social, cultural and media theory with empirical research, the essays in this collection provide a better understanding of the complex relationship between media and people's practices, values and behaviour in contemporary Asia.

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