



Women and the Media in Asia

The Precarious Self

Edited by Youna Kim

Associate Professor of Global Communications at the American University of Paris, France. She was formerly at the London School of Economics and Political Science, UK, where she taught after completing her PhD at Goldsmiths College, University of London, UK. Her books are *Women, Television and Everyday Life in Korea: Journeys of Hope* (2005), *Media Consumption and Everyday Life in Asia* (2008) and *Transnational Migration, Media and Identity of Asian Women: Diasporic Daughters* (2011).

'As she sets out in her admirably clear yet detailed and nuanced introduction, Youna Kim's *Women and the Media in Asia* contains a wide-ranging selection of essays that interrogate a range of ways in which increasing individuation is negotiated in and through the media in Asia. This is a timely project, throwing light on a particular phenomenon that is under-examined, growing rapidly, and complex. In their different ways, the essays examine the question of whether individuation is a requirement forced upon women by globalization and neo-liberal capitalism or a liberatory force, or some complex combination of the two.' - Chris Berry, Goldsmith's, University of London, UK

At a time of significant change in the precarious world of female individualization, this collection explores such phenomena by critically incorporating the parameters of popular media culture into the overarching paradigm of gender relations, economics and politics of everyday life.

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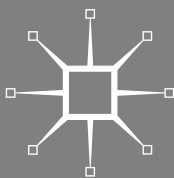
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