



Women and the Media in Asia: The Precarious Self

Dr Youna Kim

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To what extent do women have control over their lives? How do the media intersect with imagining different lives for women? This book is concerned with the changing lives of women; the troubling signs of female individualization as intersected with everyday media culture – a new arena of anxiety for women in contemporary Asia.

The book explores everyday media culture and the issues of women as 'consumers', women as 'representations' and women as 'creators', to offer an understanding of changing lives and frustrated desires, contradictions and dispersed sites of female individualization that are refracted into various degrees and forms.

At a time of significant changes in women's lives entering a much larger but 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. Drawing on perspectives from media and communications, sociology, cultural studies and anthropology, the book provides an insightful investigation into the evolving phenomena.

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