

ORIGINAL CALL FOR PAPERS

THEME

Glocalization of Popular Culture in Southeast Asian Media

OBJECTIVE

Southeast Asians consume various traditional and new media contents, which makes the region a big market for content distributors. In particular, drama series produced in China, Japan, Korea, India, and the United States have aired in Southeast Asian countries and were presented either through dubbed or subbed content. Music and fashion sense inspired by popular music groups in East Asia have also developed and gained a large fan following in the region. This issue collates papers that analyze the various manifestations of glocalization in media content exhibited in Southeast Asia. Roland Robertson in *Globalization: Social Theory and Global Culture* (2000) conceptualized glocalization as the accommodation and/or contextualization of foreign ideas, which results in cultural diversity. In this case, we refer to the concept as the process in accommodating global media content and contextualizing it according to the tastes of local consumers. Due to the broad scope of the theme, the journal invites papers revolving around, but not being limited to, the politics of global media content localization, translation studies on dubbed content or songs, and the sociology and economics of fan studies. As such, the issue is interdisciplinary, incorporating papers with a focus on linguistics, history, politics, sociology, anthropology, philosophy, visual arts, culture, and economics relevant to Southeast Asian media studies.

RECOMMENDED TOPICS

- Relations between glocalization, popular culture and social media
- The effects of glocalization on social media
- Strategies by which global (or Asian) media companies localize their pop culture products in Southeast Asian countries
- The digital glocalization of entertainment
- Filipinization, Thaization, etc. of East Asian drama through dubbed content
- Studies on Japanese songs translated to Bahasa Indonesia, Filipino, Thai, Vietnamese, and other Southeast Asian languages
- The interplay of international political and economic relations in the consumption of global media content

- Sociological and anthropological studies on Japanese and Korean pop communities in Southeast Asia
- The economics of fan merchandise consumption
- Critical approaches in popular culture glocalization
- Historical studies on the glocalization of films in Southeast Asia
- Food, gender, and ethnic identities in glocalized media content
- Cultural con/divergence in the process of glocalizing content
- Ecomedia and glocalization in Southeast Asia

SUBMISSION PROCEDURE

All submissions must be original and may not be under review by another journal or other forms of publication. Authors should follow the guidelines found here: <https://bit.ly/2m41qOA>

All manuscripts should be sent to eic.seamsj@gmail.com.

Please use the subject "SUBMISSION: Vol.3 No.3_Surname_Short Title" (e.g. SUBMISSION: Vol.3 No.3_Ching_A Review of Southeast Asian Media Theories).

DEADLINE

30 June 2020