

# **Bridge 21 Creative Industries in East Asia (Hong Kong, Mainland China, Taiwan, Korea, and Japan) Book Series**

## **The Aims and Scope of the Book Series:**

Previous media or cultural studies research have paid much attention to the consumption of cultural and media texts. This course, however, calls for returning to production, focusing on the creative industries in East Asia including Hong Kong, Mainland China, Japan, Korea, and Taiwan. The theoretical rationale for this book series is that while it is important to examine the inter-relation between production, circulation, consumption, regulation, and representation when we study the meaning of a cultural text, production remains a primary and vital moment in creating the meaning of a cultural text. Another major rationale for this book series is that while there are studies on the creative industries outside East Asia, we can only find a few researches on the production of media and cultural texts within the region. Given the fact that the media and cultural texts in East Asia such as Japanese comics, animation and pornography, Korean and Hong Kong movies, and Taiwanese performing arts have spread and given tremendous impact globally, there should be studies on the production of all these texts.

## **Editorial Team**

Gregory, Kaplan (Managing Editor), Bridge 21

Heung Wah WONG (Executive Editor), The University of Hong Kong

Hoi-yan, Yau (Executive Editor) Tsukuba University

## **Details of Book Proposal Submission**

If you are interested in publishing through this book series, please send your book proposal to heung-wah Wong ([hw Wong@hku.hk](mailto:hw Wong@hku.hk)) and Miss Karin Chau ([karinhku@gmail.com](mailto:karinhku@gmail.com)), assistant to executive editor. The book proposal should include a summary of the book, the summary of each chapter, estimate of total pages of the book, the potential readers, and the possible delivery date.

After we receive your book proposal, we will submit it to the Editorial Board for consideration. If the book proposal is endorsed by the Board, the book proposal will be sent to Bridge 21. The final manuscript has to go through peer review (the reviewers usually include a member of editorial board and two external reviewers) and finally approved by the two executive editors.

If you have any question about submission of your book proposal or manuscript, please contact heung-wah Wong ([hw Wong@hku.hk](mailto:hw Wong@hku.hk)) or Miss Karin Chau ([karinhku@gmail.com](mailto:karinhku@gmail.com)).