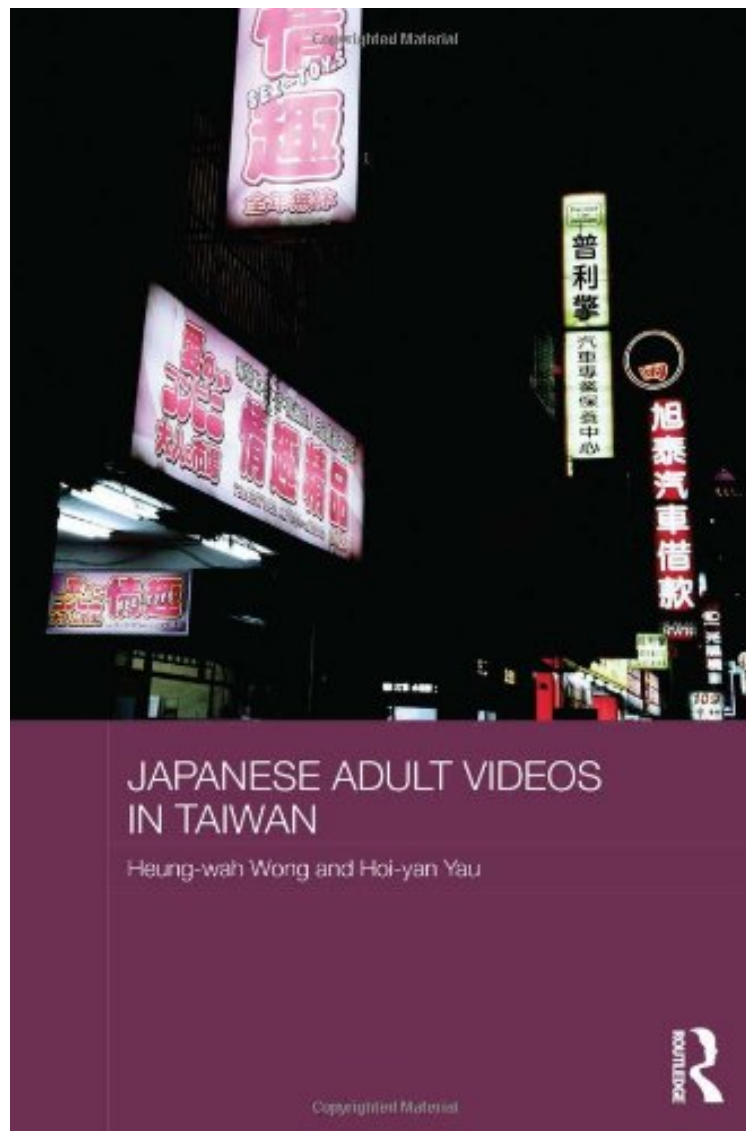


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## Japanese Adult Videos in Taiwan (Routledge Culture, Society, Business in East Asia Series)

*Heung-Wah Wong, Hoi-yan Yau*

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**Heung-Wah Wong, Hoi-yan Yau : Japanese Adult Videos in Taiwan (Routledge Culture, Society, Business in East Asia Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Japanese Adult Videos in Taiwan (Routledge Culture, Society, Business in East Asia Series):

This book explores the debate between those who argue that globalisation is leading to worldwide cultural homogeneity, with American cultural goods predominating, and those who argue that cultural goods are always adapted and contextualised in the particular setting in which they are used. Based on extensive original research on how Japanese adult videos are consumed in Taiwan, it presents a rich picture of how Japanese adult videos are transformed into something Taiwanese, and how they are incorporated into both male and female Taiwanese sexual culture.

'Japanese pornography and adult videos are big business in East Asia and beyond. This highly readable and enlightening study of the impact of Japanese adult videos in Taiwan, based on years of ethnographic research, shows how Taiwanese men and women react to this genre as well as its socio-economic roles.' Kam Louie, Author of *Theorising Chinese Masculinity* 'Wong and Yau provide a fascinating analysis of how Japanese pornography has become part of Taiwanese culture. Reasons for Taiwanese preference for Japanese adult videos over American AVs are convincingly argued. The candor with which informants revealed their experience demonstrates the confidence Wong and Yau were able to win. Wong and Yau spell out how Taiwanese views of pornography have been impacted by traditional Chinese values, overlain by Japanese values spread during the Japanese colonial rule, and then by Kuomintang's Sinicization policy after the second world war, and more recent policy of loosening KMT's grip on Taiwan.' Harumi Befu, Emeritus Professor, Stanford University, USA  
About the Author  
Wong Heung-Wah is Programme Director of Global Creative Industries at The University of Hong Kong. Yau Hoi-yan is an Associate Professor in the Graduate School of Humanities and Social Sciences at University of Tsukuba, Japan