

New Media Culture in Asia

An Overview of Recent Developments

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By Japan SPOTLIGHT Editorial Section



Cover lead

The Internet revolution has two major aspects, one on the technology side and the other on the cultural side. *Japan SPOTLIGHT* highlighted its technological aspects in the Jan./Feb. 2008 issue. Having noted its creation of a new culture in our globalized world, we now highlight its cultural aspects in our Sept./Oct. issue of 2014, and broaden the story from Japan into other parts of Asia, since new media culture in Asia today is greatly interlinked.

We invited several distinguished authors from various Asian nations to write or talk about recent cultural developments in new media, such as music, films and animations. Each talks about not only his or her nation's experience but also exchanges between cultures through new media in Asia. We learn that young people in Asia today have discovered another venue for getting together and talking about their common interest in the new media culture. Although we are not sure yet if this will bring about opportunities for lasting friendships, it is certainly welcome that we have such a new venue for associations or socializing among Asian peoples.

Some authors mention that such a new media culture may lead to peace and prosperity through new cultural linkages, but I believe it is too premature to say so. However, it is at least certain that young people today are increasingly similar to each other in terms of their psychology and behavior, not only in Asia but elsewhere in the world, due to linkages based on the Internet.

This is what we should bear in mind when thinking about promoting our own country to the world. We may live in a world where authentic cosmopolitanism could finally play a key role in globalization as this impact of new media culture grows.

Naoyuki Haraoka, executive managing director, editor-in-chief of *Japan SPOTLIGHT*

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