



# **Multimedia Stardom in Hong Kong: Image, Performance and Identity (Media, Culture and Social Change in Asia Series)**

*Leung Wing-Fai*

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**Multimedia Stardom in Hong Kong: Image, Performance and Identity (Media, Culture and Social Change in Asia Series)** Leung Wing-Fai

This book details original research into the practices and discourse of multimedia stardom alongside changing social and cultural landscapes in Hong Kong since 1980. It examines the cultural and sociological significance of stardom in the region, and the conditions which gave rise to such famous stars as Jackie Chan. This book elaborates the distinction between multimedia stardom and celebrity, asserting that in Hong Kong stardom has been central in the production and consumption of local media, while demonstrating the importance of multimedia stardom as part of the 'cultural Chinese' mediascape and transnational popular culture from both historical and contemporary contexts.

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