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Remaking, Cultural Citizenship and Youth Culture in East Asia

Japanese media products since the 1980's have increasingly crossed East Asian borders. Many media products have been remade into different formats such as manga, anime, TV drama, films and games. This paper identifies and analyses the significant cultural elements within the iconic Japanese manga *Hana yori Dango* and explores how they have been adapted through the content remaking process in the independent Japanese, Korean and Taiwanese TV versions. The study then examines the drama presented in the three countries from the respective audience perspectives. Focus groups have been interviewed using the theoretical framework of Sternberg and Vaughn. The emphasis was on youth culture, geographic space and ensuing fan culture. The study concludes in describing how the regional cultural citizenship is merging with common values whilst retaining many national perspectives in the Japanese and regional transfer of the elected manga in the television format.