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The Journal of International Communication >

Volume 8, 2002 - <u>Issue 2: Viewing Asia</u>

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## Embedding digital television in on IT economy

The case of Japan

**IUNGBONG CHOI** 

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## **Abstract**

If television teaches us that the television we've got is the television that must be, it also teaches us that the terms on which that television is allowed to function are entirely reasonable and normal as well. (A. Hunt, The Language of Television)

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