

Asian Celebrity and Fandom Studies

Bloomsbury is seeking book proposals for a new academic book series: Asian Celebrity and Fandom Studies

Asia arguably has the world's most vibrant star, celebrity and fandom cultures, due in part to its globalized entertainment media and cultural industries and its large population base, and yet there is little sustained scholarship on this highly significant cultural and economic arena. The Asian Celebrity and Fandom Studies Series aims to meet this research gap, promoting new and innovative scholarship in Asian media and cultural studies, and screen studies, by concentrating on the most salient issues surrounding Asian stardom, celebrity and fandom.

The Asian Celebrity and Fandom Studies Series is devoted to the publication of scholarly books that critically examine star, celebrity and fandom cultures in specific Asian countries, in trans-Asian or trans-national contexts, and among Asian diasporas. Topics and themes include, but are not limited to, the following areas:

- Celebrity politics in Asia
- Asian micro-celebrities and influencers
- Asian star bodies
- Transnational Asian stardom and celebrity
- Affective Asian stardom and celebrity
- Celebrity governance and public diplomacy in Asia
- Fan culture in Asia (on and off line)
- The Asian fan economy in national and transnational contexts
- Post-colonial explorations of Asian celebrity and fandom

The series publishes monographs, co-authored books, and edited collections. All proposal and manuscripts are subject to rigorous peer review.

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Forthcoming books

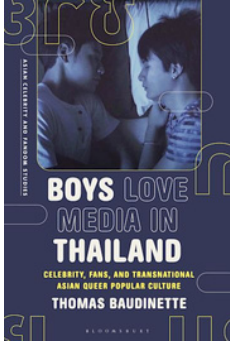
Boys Love Media in Thailand: Celebrity, Fans, and Transnational Asian Queer Popular by Dr Thomas Baudinette

If you have a book project or idea that you'd like us to consider for the series, please contact the series editors Dr Jian Xu - j.xu@deakin.edu.au and Professor Sean Redmond - s.redmond@deakin.edu.au - or David Avital, Editorial Director at Bloomsbury Academic - david.avital@bloomsbury.com - all of whom will be pleased to give you feedback on your idea.

Published

Boys Love Media in Thailand

Celebrity, Fans, and Transnational Asian Queer Popular Culture



Thomas Baudinette

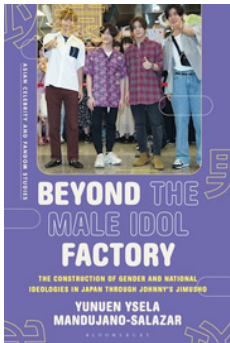
Over the past several years, the Thai popular culture landscape has radically transformed due to the emergence of “Boys Love” (BL) soap operas which celebrate the love between handsome young men. *Boys Love Media in Thailand: Celebrity, Fans, and Transnational Asian Queer Popular Culture* is the first book length study of this increasingly significant transnational pop culture phenomenon. Drawing upon six years of ethnographic research, the book reveals BL's impacts on depictions of same-sex desire in Thai media culture and the resultant mainstreaming of queer romance through new forms of celebrity and participatory fandom.

November 2023 • 9781350330641
Hardback • £85.00 • 248 pages

Forthcoming

Beyond the Male Idol Factory

The Construction of Gender and National Ideologies in Japan through Johnny's Jimusho



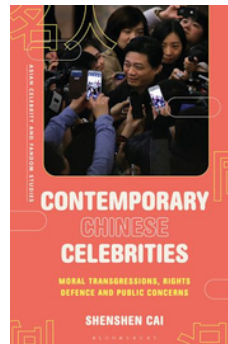
Yunuen Ysela Mandujano-Salazar

Examining the pervasive presence of stars across a wide range of Japanese media, this book asks what the phenomenon of “Johnny's Idols” reveals about discourses of masculinity and national identity in contemporary Japan.

June 2024 • 9781350359789
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Moral Transgressions, Rights Defence and Public Concerns



Shenshen Cai

Analyzing examples of scandalous celebrities who act as activists in a moral domain which is tightly governed by the state, this book explores how in today's China, celebrity figures embody, conflict with and engage with social, civil, moral and economic issues.

May 2024 • 9781350409460
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