



HGT

<http://thaiistik-gesellschaft.de/>

<https://www.facebook.com/hgthamburg/>

Die Hamburger Gesellschaft für Thaiistik e.V.
in Zusammenarbeit mit dem Arbeitsbereich Thaiistik
der Abteilung Sprachen und Kulturen Südostasiens des AAI
lädt Sie zu folgendem Online-Vortrag ein:

The Yaoi Boom in Thailand



Yaoi or Boys' Love (BL) is currently a popular media genre in Asia. Yaoi deals with homosexual desire and romantic love reimagined by creators and fans. The genesis of yaoi (or wai) culture in Thailand can be traced back to the 1990s, when it was initially inspired by the Japanese transcultural wave. The yaoi genre has been fully-fledged on digital platforms, in book culture and media industry since the 2010s.

This talk hopes to explore the Yaoi Boom in Thailand with special reference to the interplay between book culture, fan culture, and screen culture from 2019 to 2021. Framed by popular romance studies and convergence culture, the talk will touch upon the cultural politics of gender and sexuality in yaoi novels published by major publishers and the fan/industry interaction led by GMMTV and its allies. The discussion should also encourage a freshened dialogue between political correctness campaigns in Thailand and the politics of reading/decoding embedded within the Yaoi Boom.

Online-Lecture *via Zoom* & in English

Dr. Natthanai Prasannam is Associate Professor of Thai Literary and Cultural Studies at the Department of Literature, Kasetsart University in Bangkok, Thailand. His publications manifest in various fields: contemporary Thai literature, film studies, memory studies, and adaptation studies. He is now growing his research interests in the interrelationship between popular fiction and convergence culture after his long stay in St Andrews and Edinburgh, Scotland as a doctoral researcher and a visiting scholar.



Friday, 9 July 2021

14h-16h (CEST)

via Zoom: *(copy the link into your webbrowser to join,
you might be asked to download the software)*

<https://uni-hamburg.zoom.us/j/99234618746>



Universität Hamburg

DER FORSCHUNG | DER LEHRE | DER BILDUNG

Asien-Afrika-Institut

