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### **Asian Pop Culture Fandom in Europe**

Traditionally, Asian pop culture's trans national consumption has been studied in terms of strategies of global cultural industry, identity construction of diasporas and migrant audiences, and regionalized dynamics of media consumption (Japan mania, Korean Flow). Meanwhile, the recent and rapidly growing popularity of Asian pop culture in Europe put forward a new set of questions. The huge popularity of Manga (especially in France and in Italy) and the fandom of Asian Pop music and TV drama among European consumers make incomplete the existing thesis. Between fascination, addiction, and aesthetic judgement, European fans of Asian Pop Culture are blurring the frontiers between legitimate, dominating, and ostensible Western culture and "illegitimate" (violent, infantile, emotional, free and even "illegal"), docile and invisible Asian popular culture. They are fans of Asian Film d'Auteur as well as that of popular TV drama and Pop idols. They're doing paracinemaic critics at the same time camp viewings of Asian stars. This panel aims above all to identify clearly the cultural dynamics of emerging Asian pop culture fandom in Europe and hope to address the theoretical stakes as gender, race, and generation relationship in the cultural globalization.