

Kwong, Petra T.C., Hong Kong Baptist University, Hong Kong

Broadcast Your Love: YouTube and Fan Videos in ACG Fandom

In this paper, I am going to investigate the role of video sharing websites, especially YouTube in terms of the reception, creation, publication, circulation, and translation of fans created media. By examining different forms and features of fan videos that are circulated and shared among ACG [Animation-Comic-Game] fandom, I will argue for the values and functions of video-formed fan artifacts in ACG culture. In the pre-YouTube era, fan artifacts were chiefly in the form of fan fictions and zines. While advancement of video sharing and editing technologies allows fans to move beyond the boundaries of texts and drawings into simulated reality, online sharing platforms enhance the interactions among fans and between different forms of media. By giving an overview on how ACG fans assimilate different media such as music, songs, drawings, texts, and video scenes into fans videos, this paper will further investigate the unique value of fan video as a trans-language and trans-national narration between ACG fan culture.