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Transnational Practice of Celebrities and Fandom in East Asia

Considerable existing scholarship of celebrity and fandom studies has been devoted to Western stars. This panel, instead, would emphasize on East Asian practice, putting into perspective the transnational dynamics. We examine issues ranging from fandom of entertainment idols, official pop stardom, to alternative cultural celebrity, with reference to cases in Japan, Taiwan and PRC. The production and consumption of celebrities in these cases involve transnational cultural politics, for example, the post-colonial relationship between Japan and Taiwan, the rise of China in the world, and the post-cold war ideology. Hence, we pay attention to tensions in the making of celebrity and fandom, such as, tensions between elitism and mass culture, national image and individual persona, Chinese state ideology and Western media representation, commercialization and political resistance. And we discuss how the celebrities and fans concerned negotiate power, capitals and individuality with community, national and transnational forces.