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**Patterns and Polemics of Visibility: Negotiating Gender and Sexuality across Media Sites**

In this panel, we explore both the persistence of patterns and norms of gender and sexuality, and polemical moments that can lead either to the transformation of these patterns, or to a reinstatement of these same norms. Each of the panel's three case studies – the surveillance of a Facebook site by an insurance company, an online queer/feminist journal using free and open software to offer independent content, and a cycle of Asian transnational queer marriage films – is centrally concerned with the politics of visibility across distinct media sites. Each paper addresses the transformation of a media platform or generic pattern that enables new forms of visibility. In each case, we analyse the conditions of emergence of new discourses of gender and sexuality in tension with the risks associated with visibility – notably the resilience of punitive gendered and heteronormative patterns of discourse.