

“Straight Men, Gay Buddies: Chinese BL Boom and Its Impact on Male Homosociality”

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This talk explores the meaning of *ji-you* (gay buddy), and its relationship to the mainstreaming of Japan-imported Boys Love (BL) subculture. Drawing on data from media coverage and interviews with young people, Professor Wei shows how the BL boom and its representation of male-male intimacy and eroticism in Chinese popular culture has shaped public awareness and understanding of (male) homosexuality. Professor Wei’s teaching and research interests include gender/sexuality, popular culture, and qualitative methods.

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