



# Introduction

- Learning outcome 2: Demonstrate understanding of competing definitions and debates.
- Fandom theories and ideas
- Fan fiction
- Music videos and fandom
- Football and sports fans.

# Fan Culture

- Defines oneself against the others
- Fan as potential fanatic
  - Obsessed individual (often male)
  - Hysterical crowd (often female)
- Fandom = what others do
- Respectable distance/control
- Fans read/re-read texts
- Public display of fandom





# 10 ways in which fans rewrite TV shows

1. Recontextualisation - produce short stories, fill gaps
2. Expanding the series timeline - things not explored
3. Refocalisation- secondary characters focused on
4. Moral Realignment- point of view of villain and others
5. Genre shifting- Science fiction to romance or western

# 10 ways in which fans rewrite TV shows

6. Cross-overs – e.g. Doctor Who in Star Wars
7. Character dislocation – new names, new identities
8. Personalisation – writer inserted into stories
9. Emotional intensification – characters emotional crisis
10. Eroticisation – slash fiction, same sex relationships

# Music Videos

- Fans make music videos
- Produce fan art
- Fanzines
- Filking
  - Writing, performing of songs about programme, characters or fan cultures
- Cosplay
- Mundania
  - The world in which non fans, mundane readers or mundanes live
  - Opposition of fan and mundanes



3.53 mins

# Football fandom

- Football fans
  - Core fans
  - Regular fans
  - Occasional supporters
  - Distant supporters
- Fandom
  - Core fans as fanatics
  - Supporters
- Global fans for teams such as Manchester United
  - Complex identities, internet, broadcasters, readings
  - Music fans – not just west dominating e.g. Gangnam Style





# Summary

- Fandom and fan cultures
- Ways of doing fandom
- Fandom and mundanes
- Football fans/sports fans.

# Bibliography

- Barker, C. (2008) *Cultural Studies*. London, Sage.
- Duke, V. (2002) Local tradition versus globalisations. Resistance to the McDonaldisation and Disneyisation of Professional Football in England. *Football Studies*. Vol. 5(1), pp. 5-23.
- Hannerz, U. (2007) Scenarios for Peripheral Cultures In A.D.King, *Culture, Globalisation and the World-System*, Minneapolis, University of Minnesota Press.
- Hermes, J. (2005) *Re-Reading Popular Culture*. Oxford, Blackwell.
- Hopper, P. (2007) *Understanding Cultural Globalisation*. Cambridge, Polity.
- Matusitz, J. & Payano, P. (2012) Globalisation of Popular Culture: From Hollywood to Bollywood. *South Asia Research*. Vol. 32(2), pp. 123-138.
- Moisi, D. (2009) *The Geo Politics of Emotion*. London, The Bodley Head.