Visiting Speaker Series 2018-19 Term 2

Chinese Stardom in Participatory Cyberculture

Dorothy Wai Sim Lau

Assistant Professor
Academy of Film, Hong Kong Baptist University

25 Mar 2019 (Monday)

4:30 – 6:00pm

**Room 1118, 11/F,
Yasumoto International Academic Park**

ABOUT THE SPEAKER

Dorothy Wai Sim Lau is an Assistant Professor at the Academy of Film, Hong Kong Baptist University. Her research interests include digital culture, cyberculture, Chinese-language cinema, transnational cinema, stardom and fandom. Her publications appear in journals such as positions: asia critique, Continuum, Journal of Chinese Cinemas, Journal of Asian Cinema, and a number of edited volumes. She is also the author of *Chinese Stardom in Participatory Cyberculture* (2018). She is currently writing her next monograph, *Reorienting Chinese Stars in Global Polyphonic Network: Voice, Ethnicity, Power* (working title) (Palgrave Macmillan, under contract).

ABOUT THE TALK

As Chinese performers have become more visible on global screens, their professional images - once the preserve of studio and agents - have been increasingly relayed and reworked by cinephiles and fans. Web technology has made searching, poaching, editing, posting and sharing texts drastically easier, and by employing a range of seamless and innovative methods a new mode of persona construction has been developed. Focusing on a cluster of high-profile personalities, Lau's ground-breaking book explores transnational Chinese stardom as a Web-based phenomenon, and as an outcome of the participatory practices of cyber fans.

Based on one of the chapters of the book, this talk will feature a case study of the celebrated Chinese female star, Zhang Ziyi, who rose to international stardom with Chinese-language martial arts hit *Crouching Tiger, Hidden Dragon* (2000) and Hollywood blockbuster *Memoirs of a Geisha* (2005). As Zhang became famous globally, her persona is dogged by scandals and put under public scrutiny. This talk will discuss how the actress's "Chinese" image is refashioned and negotiated around cultural nationalism and, thus, will unpack the intricate relationship between fame, gender, and ethnicity in the interactive cyberspace.

INTERNATIONAL FILM STARS

Chinese Stardom
in Participatory Cyberculture

DOROTHY WAI SIM LAU
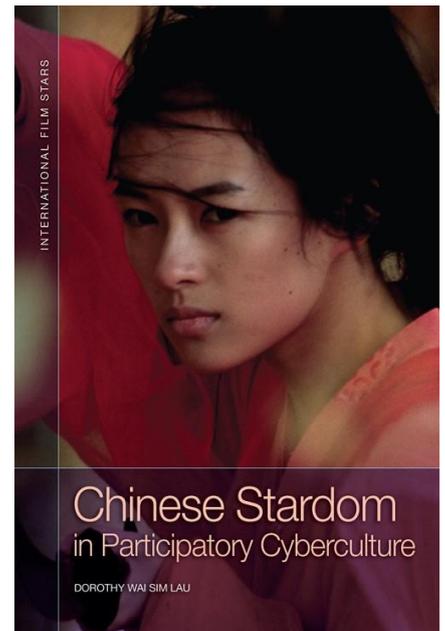
Free Admission

The seminar is conducted in English