



Graduate School
HONG KONG SHUE YAN UNIVERSITY



Centre for Interdisciplinary
Evidence-based Practice and Research

Centre for Interdisciplinary Evidence-Based Practice and Research 2022-2023 Wednesday Lunchtime Seminar Series

Revamped Masculinities, Cultural Nationalism and Danbi Aesthetics as Formula: Deyunshe and the Popularization of Traditional Performing Arts

31 May 2023 | 12:30 pm - 2:00 pm (Hybrid Mode)



RHB 108, Research Complex, HKSJU, 6 Wai Tsui Crescent,
Braemar Hill, Hong Kong



Zoom Meeting ID: 980 0989 5132

Speaker: Dr. Meng Li

Established in 1995, crosstalk club Deyunshe (德云社) has successfully revitalized not only the crosstalk industry but also other traditional performing arts over the years. The rise of Deyunshe is coupled with surging cultural nationalism as well as vigorous support from its young fans. The paper studies the revamping Chinese masculinities heralded by the leading young celebrities of the allegedly “largest male idol group in Mainland China”. The public appearance of these young celebrities in various popular contexts is widely considered as Deyunshe’s key to boost popularity. The paper foregrounds the young members’ active participation across different popular industries and tactics in marketing cultural nationalism. Reality shows and commercials featuring these young male idols, their social media activities, fandom activities and their engagement with the trend of China-Chic will be analyzed. The paper argues that Deyunshe draws heavily on promoting revamped Chinese masculinities in popular media. The young male celebrities could also be seen negotiating a space between hegemonic Confucian masculinity and queer culture. The revamped masculinities therefore see the convergence of Confucian-oriented male gender role celebrated by the crosstalk industry, and the danbi aesthetic taste passionately embraced by a significant number of its young fans. The convergence, implemented in Deyunshe’s performance, image-building and social interaction, enables tremendous success in attention-economy as well as the popularization of traditional performing arts.



Dr LI Meng is currently a Teaching Fellow at The Confucius Institute of Hong Kong (CIHK), The Hong Kong Polytechnic University. Li holds a PhD in Gender and Cultural Studies in The University of Sydney, Australia (2013). Her academic interests include: Chinese intellectual women, contemporary Chinese literature, Chinese popular culture and women’s history.



Chaired by Dr. Kacey Liu & Dr. Wong Ka Ki

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