



Graduate School  
HONG KONG SHUE YAN UNIVERSITY



Mrs. Dorothy Koo and Dr. Ti Hua Koo Centre for Interdisciplinary  
Evidence-Based Practice and Research  
*2023-2024 Wednesday Lunchtime Seminar Series*

**Beyond Blaze and Blush: Thai Y series and its Sinophone  
mom fandom**

31/07/2024 | 12:30 - 13:50 (Hybrid Mode)



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



Zoom Meeting ID: 965 1422 4894

At the turn of the 2020s, we witnessed the rise of Thai Y-series. Featuring same-sex romance narratives, these Y-series have attracted an international following and been recognized as a soft power of Thailand. The increasing popularity of Thai Y-series has sparked a surge in fandom surrounding its actors and actresses, with the “mom fandom” emerging as a prominent phenomenon. Family metaphors in fandoms often fuels parakin imaginations that connect and bond fans across cultural and linguistic boundaries. Such metaphors also imply that the fandom is a supportive and nurturing space where fans can find a sense of belonging and community. Drawing on a case of the Sinophone mom fandom of a Thai Y-series actor, this presentation will examine the multiple meanings, implications and dynamics of the family metaphor in the fandom. It will also explore how these metaphors shape fan communities and practices, as well as some of the limitations and potential pitfalls of such conceptualizations.

**Speaker: Dr. Pang Ka Wei**

Pang Ka Wei is a lecturer in Cultural Studies at the Department of Cultural and Religious Studies, CUHK. With her interdisciplinary background, she has developed a keen interest in exploring issues related to gender and sexuality, life stories, and health humanities. In addition to her previous research pursuits, she has recently become fascinated by the Thai Y-series culture and fandom. Her recent publications include “Fandom meets artificial intelligence: Rethinking participatory culture as human–community–machine interactions” (2024) (co-authored with Eva C.Y. Li), and “Queer Motherly Fantasy: The Sinophone mom fandom of Saint Suppamong Udomkaewkanjana” (2023).



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

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