

Dard-e-Kpop and female desire: the female gaze in BTS



Aiesha Ajmal Qureshi

Masters in Development Studies, University of Passau, Passau, Bayern, Germany

The emergence of Kpop's universal popularity or the Hallyu wave represents an interesting shift from the traditional hegemony of Western pop culture. Central to this phenomenon are Kpop idols and boy band. They have popularized a soft form of masculinity which is in stark contrast to the hegemonic white masculinity espoused by mainstream Hollywood. Hence, this research explores how female kpop fandoms use fan-made content to express their desires which are usually denied under normative heterosexuality. Through the use of digital ethnography and in-depth interviews of South Asian female BTS fans- this paper seeks to shed light on whether Kpop fandoms provide a space for women to explore their queer desires. This study will make use of the concepts of the female gaze, queer theory and hegemonic masculinity to explore the extent to which Kpop idols challenge hegemonic forms of masculinity and provide a platform for their female fans to exercise agency.

Biography:

Aiesha Qureshi is an interdisciplinary social scientist with a background in advocacy, fundraising and media relations in the development sector. On an academic level, her work engages with the intersections of urban sociology, Gender studies and pop culture. She is a DAAD Helmut Schmidt Scholarship winner studying in the University of Passau.