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Pop-cultural representation of non-conforming genders and sexualities on Chinese social media

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of Non-conforming Genders and Sexualities
on Chinese Social Media**

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**Pop-cultural Representation
of Non-conforming Genders and Sexualities
on Chinese Social Media**

Proefschrift

ter verkrijging van
de graad van doctor aan de Universiteit Leiden,
op gezag van rector magnificus prof.dr. S. de Rijcke,
volgens besluit van het college voor promoties
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geboren te Guilin, China

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路漫漫其修远兮，吾将上下而求索。

Note on Conventions

This dissertation presents Chinese and other non-English terms following specific conventions to balance accessibility for English readers with preserving cultural and linguistic nuance. When introducing Chinese terminology, I employ either a) the pinyin romanisation (when the Chinese characters are integral to the argument or represent key cultural concepts) or b) direct English translation (when meaning can be effectively conveyed without compromising the original sense). The format follows the pattern “pinyin/English translation [Chinese characters, literal English translation (if pinyin is used first)]”. For instance, I use “danmei” [耽美, literally meaning “indulging in beauty”], as this term encapsulates a distinct cultural phenomenon in Chinese popular culture where the aesthetic appeal of male-male relationships is marketed explicitly to and consumed by heterosexual female audiences, making both its original Chinese characters and literal meaning significant for understanding its cultural implications. On the other hand, I might present more straightforward terms, such as “downward reaching market” [下沉市场].

Similar conventions apply to other non-English terms, such as those in Japanese.

When English translation is the primary method for presenting Chinese terms, I tend not to present the pinyin romanisation to reduce textual redundancy. Readers familiar with Chinese characters need no romanisation, while those unfamiliar with Chinese would benefit little.

Names of individuals follow the conventional order of their respective languages (surname first for Chinese names, given name first for English names) unless a Chinese name explicitly incorporates Western onomastic elements, such as middle names. All translations from Chinese sources are my own unless otherwise noted.

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