

Queerness through Homosociality and Queer-baiting

The Coexistence of *Blood, Sweat & Tears*
and *Stigma*

- Homosocial -- homosexual continuum
- S. Korea gender and sexuality norms
- K-pop norms: Idols and fans
- BTS' *BST* and V's *Stigma*

Homosocial - homosexual continuum

- Homosociality: “describes and defines social bonds between persons of the same sex” (Hammaren & Johansson, 2014, p.1)
- Reconceived through desire and the potential erotic; continuum between homosocial and homosexual (Sedgwick, 1985)
 - slipperiness despite heteronormative order

S. Korea gender & sexuality norms

- Contemporary hegemonic gender expectations as partially driven by Confucian ideals around gender
- Obligatory heterosexuality + heteropatriarchal family system; homosexuality in mainstream consciousness
 - emergence of "gay shame" and pride of coming out

Alternative gender
and sexuality
norms?

K-Pop norms & expectations: male idols

- “Manufactured versatile masculinity” (Jung, 2010)
 - de/reconstruction of pop culture for a globally consumable product
 - S.Korea hegemony and an international market

Or a distinction
between stage and
reality?

K-Pop norms & expectations: female fans

- Generally cis-heteronormative female fans as content generators for “shipping” culture
- Capitalizing on this subculture market -- production of queer-baiting moments and interactions
 - grows fanbases; popularity = survival

Situating *BTS*

BTS' Blood, Sweat, & Tears

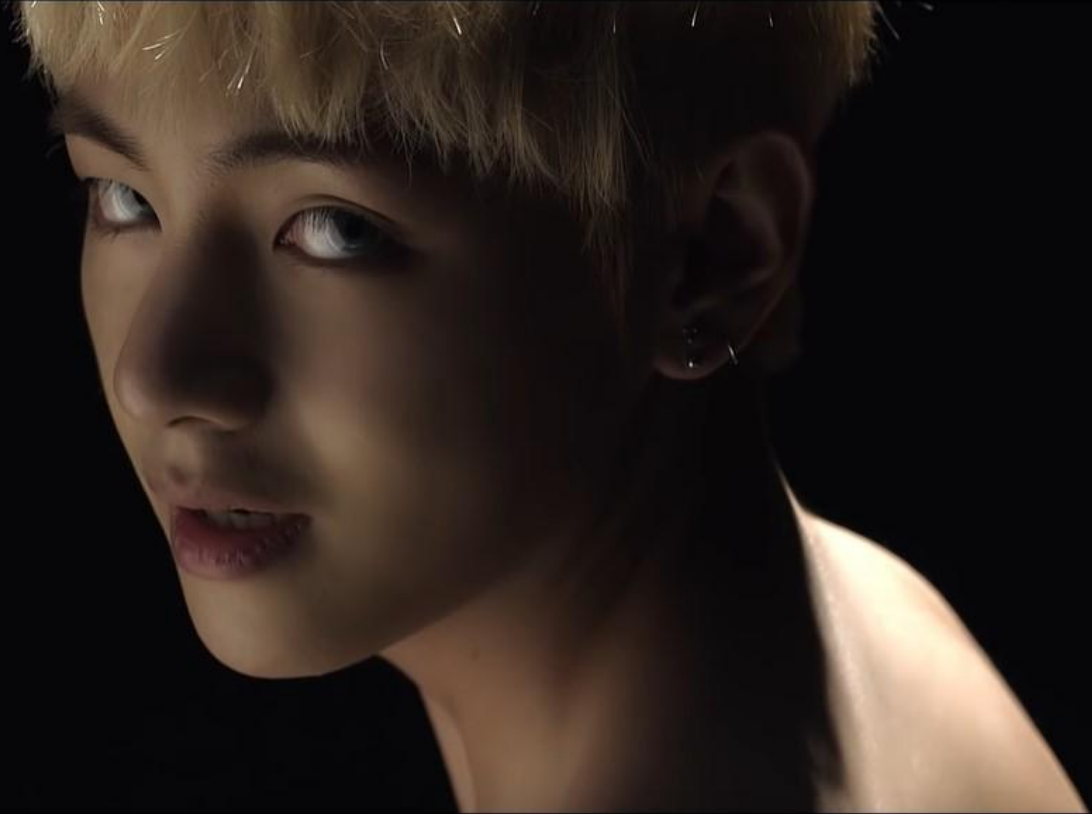


Music Video



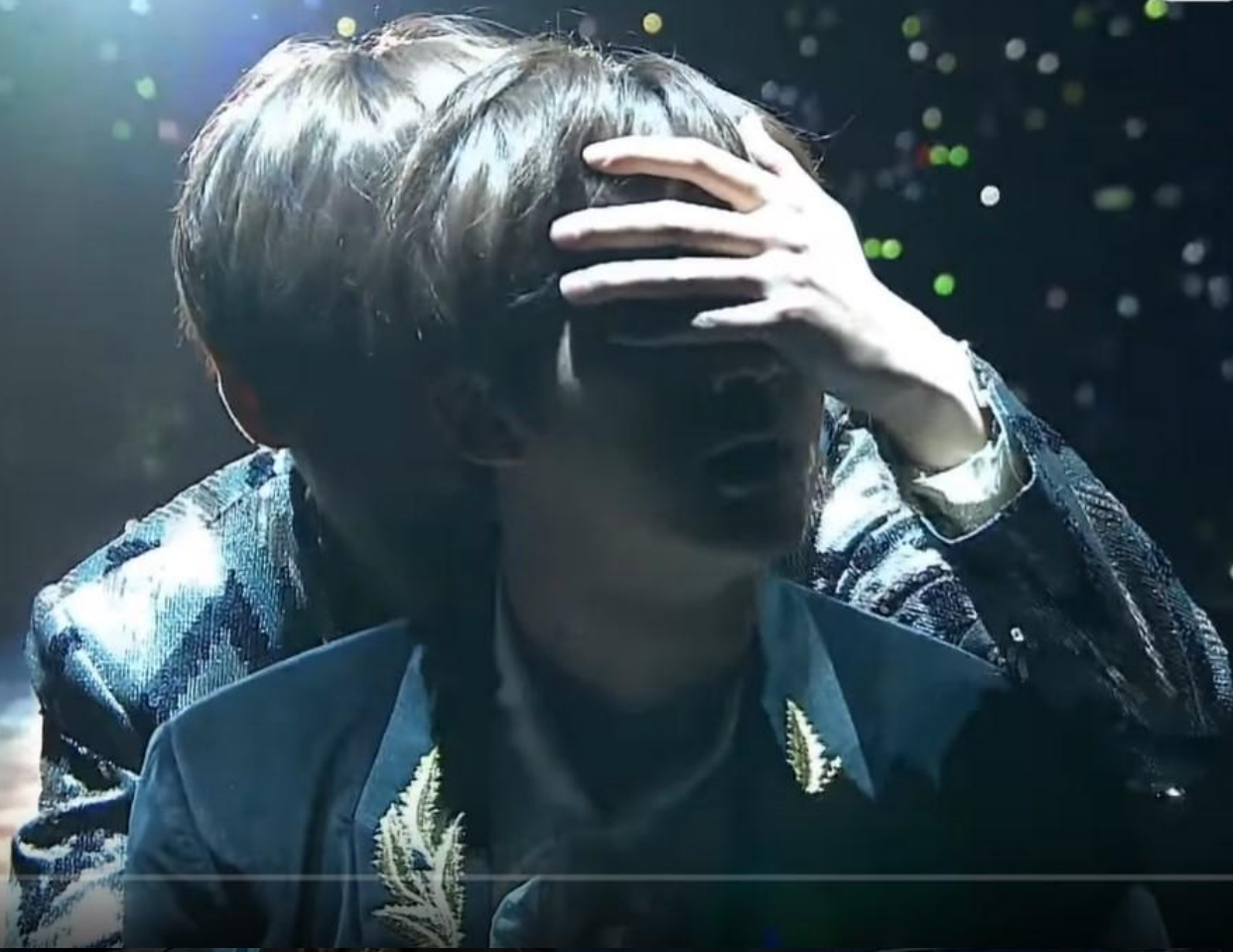






2016 MAMA:

Between *BST* & *Fire*



REC

V's Stigma



SPREAD
YOUR W
T2A9

YOUR OLDEST
IS THE WOR
There are numerous
Good can make us happy
we should love them and
with me all these things

BRAXAS

BST and Stigma

simultaneously:

possibilities of transnational
k-pop, gender, and sexuality

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