

**Asian TV Dramas and the Popular Mind in Southeast Asia Conference**  
**May 20-22, 2024 (hybrid)**

**In-Person Venue:** The Verdure, 4th Floor Henry Sy Sr. Hall, De La Salle University, Manila

**Remote via Zoom:**

<https://zoom.us/j/95293176285?pwd=YmJlFQW9QNkFybC9lTTdGdCs2VEs1dz09>

**Meeting ID:** 952 9317 6285; **Passcode:** AsianTV

The keynote addresses, panels and sessions, whether in-person or remote, will be accessible via Zoom. Remote delegates and guests can zoom in to attend the lectures and all the other panels.

## PROGRAM SCHEDULE

*\*All time frames follow the Philippine Standard Time.*

First Day: 20 May 2024, Monday		
Master of Ceremonies Raisa Bettina de los Reyes, De La Salle University, PH		
9:00-9:15 AM	In-Person	<b>OPENING CEREMONIES</b>  <b>Welcome Remarks</b> Dr. Raymond Girard Tan, Vice President for Research and Innovation, De La Salle University, PH  <b>Remarks of Circumstance</b> Dr. Rhoderick Nuncio, Dean, College of Liberal Arts, De La Salle University, PH  <b>Opening Remarks</b> Dr. Pasuree Luesakul, Associate Dean for International Affairs, Faculty of Arts, Chulalongkorn University, TH
9:15-11:45AM	In-Person	<b>Introduction of the Speakers</b> Dr. Shirley Lua, De La Salle University, PH  <b>KEYNOTE ADDRESS 1</b> <i>Homo Narrator: Living in the Prison of Narratives</i> Dr. Shin-Dong Kim, Hallym University, SK  <b>KEYNOTE ADDRESS 2</b> <i>Unveiling Asian Undead: Unraveling Ideological Encounters in Korean Zombie Narratives</i> Dr. Suradech Chotiudompant, Chulalongkorn University, TH
11:45AM-12:45 PM		Lunch Break
12:45-14:30PM	In-Person	<b>SESSION 1</b> Moderator: Anne Frances Sangil, De La Salle University, PH  <i>Maria Clara and Ibarra: A Study of the Female Representation in the Modern Generation</i> Juan Oliver S. Ofracio, De La Salle-College of Saint Benilde, PH and Christine Ivy A. Nogot, University of Santo Tomas, PH

		<p><i>Passing Hot! Replacing Chef Chico as a Gastrodiploamacy Performance of Filipino Cuisine and Culture</i> Ma. Jemimah R. Uy, De La Salle University, PH</p> <p><i>Breaking Barriers: Destigmatizing Mental Health through the Lens of Popular Asian TV KDrama “Doctor Slump” in the Philippine Context</i> Jose Mari Chris M. Echano and Digna Delfino, De La Salle University, PH</p> <p><i>The Secret Base Café and Pangasinan Gundam Builders: Imagined Communities of the Gundam Multiverses</i> Mary Joyce Camille A. Paragas, University of the Philippines Baguio, PH</p>
14:30-16:00PM	Hybrid	<p><b>PANEL 1: The Field of Study of Thai Boys Love Series in Thai Academia</b></p> <p><i>Reshaping Queer Politics: Audience Reception of Thai Boys’ Love Series in Japan and China</i> Dr. Amporn Jirattikorn, Chiang Mai University, TH</p> <p><i>Post-Heritage Queer: Rethinking Thai Period Drama through the BL/Y Series</i> Dr. Natthanai Prasannam, Kasetsart University, TH</p> <p>Moderator: Dr. Anderson Lopes da Silva, Chulalongkorn University, TH</p>
16:15-17:45PM	Remote	<p><b>SESSION 2</b> Moderator: Clarissa Militante, De La Salle University, PH</p> <p><i>My ID is Gangnam Beauty: Problematizing South Korean and Luso-Brazilian Beauty Cultures</i> Hadassa Oliveira, University Institute of Lisbon, PT and Hazel T. Biana, De La Salle University, PH</p> <p><i>Beyond Anime: The Distribution and Consumption Circuit of Japanese Television Dramas in Brazil</i> Mayara Araujo, Fluminense Federal University, BR</p> <p><i>Audiovisual Quality in K-dramas and Autistic Spectrum Disorder Stereotypes: An Analysis of Extraordinary Attorney Woo (2022)</i> Ana Carolina Bastos Machado, São Paulo State University, BR</p>

Second Day, 21 May 2024, Tuesday		
7:30-9:30AM	Remote	<p><b>PANEL 2: Transcultural Consumption of Thai Boys Love Series in Latin America</b></p> <p><i>Ambiguity, Political Self-Recognition, and Identity Objectification</i> MSc. Igor Leonardo Santana Torres, Federal University of Bahia, BR</p> <p><i>Rights of LGBTQIAPN+ People in Thai BL (Boys Love) Series: Impact on Brazilian Fandoms</i> Dr. Ligia Prezia Lemos, University of São Paulo, BR</p> <p><i>Boys Love and Soft Power in the Global South: Cultural Diplomacy Strategies of the Royal Thai Embassies in Latin America (Mexico, Peru, Chile, and Brazil)</i> Dr. Anderson Lopes da Silva, Chulalongkorn University, TH</p> <p>Moderator: Dr. Pasuree Luesakul, Chulalongkorn University, TH</p>
9:30-11:30AM	Remote	<p><b>SESSION 3</b></p> <p>Moderator: Adrian Ho, De La Salle University, PH</p> <p><i>TV Quality in Thai Boys Love: An analysis of “A Tale of Thousand Stars”</i> Lucas de Sá, Federal Fluminense University, BR Júlia Garcia, Daiana Sigiliano, and Hsu Ya Ya, Federal University of Juiz de Fora, BR</p> <p><i>Twinkling Moonlight in the Twilight: A Critical Analysis of Dis/ableism and the Other in Selected Asian Drama</i> Flevia Rajan and Krishna Varma, St. Francis College for Women, IN</p> <p><i>Exploring Female Representation in Indonesian TV Drama: A Case Study of Beta Manusia Pala (I am a Nutmeg Man)</i> Daya Negri Wijaya, Deny Yudo Wahyudi, Andhika Yudha Pratama, Universitas Negeri Malang, ID; and Fernando A. Santiago, Jr., De La Salle University, PH</p>
11:30AM-12:45 PM		Lunch Break
12:45-14:30PM	In-Person	<p><b>SESSION 4</b></p> <p>Moderator: Anderson Lopes da Silva, Chulalongkorn University, TH</p> <p><i>Participatory Consumers and the Mechanisms of Chinese Cultural Export: The Role of Paratext in Transcultural Intelligibility</i> Oriana Cuenca, De La Salle University, PH</p>

		<p><i>Negotiating Homosexuality Representation in Thailand Boys' Love Series: A Case Study of Bad Buddy</i> Rizki Theodorus Johan, Chulalongkorn University, TH and Maranatha Christian University, Indonesia</p> <p><i>The Ice Queen Cometh: Constructing the Female Retributive Revenge Fantasy in K-drama</i> Carminia M. Borja, Mindanao State University - Iligan Institute of Technology, PH; Josephine V. Roque, De La Salle University, PH; and Nancy Lourdes U. Toledo, Sacred Heart School-Ateneo de Cebu, PH</p> <p><i>Viewing the Other Landscapes: Asian Soaps as Soft Forms of Environmental Diplomacy</i> Antonio P. Contreras, University of the Philippines Los Baños, PH</p>
14:30-16:00PM	In-Person	<p><b>SESSION 5</b> Moderator: Mariane "Ina" Abuan, De La Salle University, PH</p> <p><i>Asian TV Drama Series: Vital to Work-Life Balance</i> Ma. Cecilia G. Callos-Bugayong, La Salle Green Hills, PH</p> <p><i>Kdrama &amp; Filipino TV Series Demystified: A Comparative Close Reading Analysis of the Narrative Elements</i> Rhoda G. Campillan, University of San Agustin, PH</p> <p><i>Riding the Hallyu Wave: Tracing the Historical Journey of K-Drama Influence in the Philippines</i> Rose Carmelle Lacuata, De La Salle University, PH</p> <p><i>Exploring Moral Integrity and Justice in Lee Joon Gi's Dramas: Basis for Values Discussion in Class</i> Digna Delfino and Jomari Echano, De La Salle University, PH</p>
16:15-17:45PM	Remote	<p><b>SESSION 6</b> Moderator: Antonette Talaue Arogo, De La Salle University, PH</p> <p><i>Beyond the entry: a study of the word "dorama" in the Brazilian context from an (inter)cultural and linguistic-discursive perspective</i> Maria Eduarda dos Santos Carvalho and Cláudio Márcio do Carmo, Federal University of São João del-Rei, BR</p> <p><i>Exploring the both sides of Consuming Asian TV Drama: Democratization versus Stereotyping and Generalization of Asian Culture</i> Beatriz Lima De Oliveira, Higher School of Advertising and Marketing, BR</p> <p><i>Telenovelization and Dizification: An analysis of the cultural circulation of South Korean dramas to Latin America and Turkey</i> Aline Mendes, Federal Fluminense University, BR</p>

Third Day, 22 May 2024, Wednesday		
7:30-9:30 AM	Remote	<p><b>SESSION 7</b> Moderator: Shirley Lua, De La Salle University, PH</p> <p><i>Boys Love as a cultural category: narrative strategies of the Chinese drama The Untamed and its reverberation among fans communities in Brazil</i> Laiza Ferreira Kertscher, Pontifical Catholic University of Minas Gerais, BR</p> <p><i>The Anti-Heroine in 'The Glory': Narrative Constructions of Desires for Revenge in South Korean Fictional Series</i> Beatriz Fernandes de Oliveira Pollo, Bruna Sant'Ana Aucar, Virginia Albuquerque Patrocínio Alves, Pontifical Catholic University of Rio de Janeiro, BR</p> <p><i>The Mathematical Problems in the Chinese drama Heart of a Genius</i> Angelyn R. Lao, De La Salle University, PH</p> <p><i>Warmth, Dominance, and Conflict in Complementary Romantic Relationships of Fantasy K-dramas</i> Charlito O. Codizar and Nancy Lourdes U. Toledo, Sacred Heart School, Ateneo de Cebu, PH</p>
9:30-11:30AM	Remote	<p><b>SESSION 8</b> Moderator: Janine Yuching, De La Salle University, PH</p> <p><i>#PitBabeComeToBrazil: the Pit Babe Brazilian fans</i> Giovana Santana Carlos, Tuiuti University of Paraná, BR and Camila Monteiro, BR</p> <p><i>Unraveling Cultural Identity and Love Dynamics in "Crash Landing on You": A Qualitative Inquiry</i> Marilyn V. Rondon, University of Makati, PH</p> <p><i>Coming of Age with Boys Love Media - An Autoethnography of a Queer Vietnamese</i> Khang Huynh-Vinh, Van Lang University, VD</p> <p><i>Is he she, or he?" Khunsa, when their birth is misunderstood</i> Siti Aishah Hj Mohammad Razi, Universiti Putra Malaysia, MY</p>
11:30AM-12:45PM		Lunch Break

12:45- 14:15PM	Remote	<p><b>SESSION 9</b> Moderator: Mary Harmony I. Guevarra, De La Salle University, PH</p> <p><i>Unraveling the Layers of Anime Reception: Exploring Filipino Gen X and Millennial Audiences' Television Memories and Interpretations of Yū Yū Hakusho</i> Joanna Luisa B. Obispo, Ritsumeikan University, JP</p> <p><i>The Legacy of Voltes V: Cultural Transformation and Exchange in the Filipino Consumption of a Japanese Popular Culture Artifact</i> Alona U. Guevarra, Ateneo de Manila University, PH</p> <p><i>“Don’t Underestimate Househusbands!”: An Analysis of Gokushufudou (The Way of the Househusband) Live Action Series and its Representations of Masculinity and Fatherhood</i> Diane Marie U. Concepcion, University of the Philippines Diliman, PH</p>
14:15- 16:15PM	Remote	<p><b>SESSION 10</b> Moderator: Shirley Lua, De La Salle University, PH</p> <p><i>Male Indulging Beauties in the Wuxia Genre: Danmei as the new representation of masculinity in traditional Chinese serial drama</i> Jessie F. Grijaldo, Lyceum of the Philippines University, PH and Armando Peñafuerte, De La Salle University, PH</p> <p><i>The Mister in the Queen: Reflections on Personal Identity from a Gender-Bender K-Drama</i> Mark Anthony Dacela and Noelle Leslie Dela Cruz, De La Salle University, PH</p> <p><i>Korean BL Dramas and GagaOOLala: A Study of Queer Media Infrastructure</i> Sanskriti K. , Indian Institute of Technology Jodhpur, IN</p> <p><i>On Female Predicaments in The Taiwanese Meteor Garden (2001)</i> Shao Ting, De La Salle University, PH</p>
16:15- 17:45PM	Remote	<p><b>SESSION 11</b> Moderator: Jezah Mae Bagsit, De La Salle University</p> <p><i>Scientific Production Overview of Hallyu and K-Dramas: a review of Latin American literature</i> Krystal Urbano, Helmer Marra, Murilo Machado, Beatriz Fernandes de Oliveira Pollo, Ana Luiza Tanno, and Sarah Machado Rebello, Fluminense Federal University, BR</p>

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		<p><i>Niche or Mass Communication Product? South Koreans doramas experience on Brazilian FTA TV Channels</i></p> <p>Ricardo Matos de Araújo Rios, Marina dos Santos Franco, Vivian Bianca Silva de Oliveira, and Lara Wiermann Chaves de Oliveira, Presidente Antônio Carlos University Center, BR</p> <p><i>Articulating fantasy and reality: examining the Xianxia genre's potential as a soft power resource</i></p> <p>Aline Santos, Federal University of Rio Grande do Sul, BR</p>
18:00-19:30 PM	Remote	<p><b>Introduction of the Speaker</b></p> <p>Dr. Anderson Lopes da Silva, Chulalongkorn University, TH</p> <p><b>KEYNOTE ADDRESS 3</b></p> <p><i>Thai BL Series, Philippine Fandom, And Queer Affective Entanglements Across Southeast Asia</i></p> <p>Dr. Thomas Baudinette, Macquarie University, AU</p>

This conference-workshop is organized by the College of Liberal Arts of De La Salle University (DLSU CLA), Manila, Philippines, and the Faculty of Arts of Chulalongkorn University, Bangkok, Thailand. The organizing team includes DLSU CLA Public Humanities Cluster, DLSU Southeast Asian Research Center and Hub (SEARCH) and the DLSU Office of the Vice President for Research and Innovation (VPRI).

Website: <https://asiantvdramasconference.com/>

