

Adaptation Industry in Thailand: The Curious Case of Yaoi or Boys' Love Media

Abstract

My research aims at establishing adaptation studies in Thai scholarship. Three main aspects include the adaptation as an art-and-cultural phenomenon, an industrial phenomenon, and an academic phenomenon. My framework is shaped by intertextuality, intermediality, auteur theory and fan studies. The emerging phenomenon within Thai adaptation industry is addressed by convergence culture. Digital content and transmedia storytelling play the key roles in both production and reception of screen texts. One particular case that can represent the phenomenon is yaoi or Boys' Love (BL) media. The genre is currently popularized in Asia. Male homosexual desire in yaoi can be reimagined as encoding and/or decoding processes. The yaoi trope influences adaptations by well-recognized directors and production companies. The yaoi media initiates dialogues among queer media and their fans in Asia and beyond. My discussion should touch upon Chookiat Sakveerakul's queer and/or yaoi creations (2019-2021), Nadao Bangkok's first yaoi series *I Told Sunset about You* (2020)–and the fan/industry interaction led by GMMTV (2020-2021).

Keywords: adaptation industry, Thai television, yaoi, Boys' Love (BL), screen culture

Profile:

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Publication (in English)

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