

The Translational Fandom of Marvel Cinematic Universe in the Outlier of Chinese Television Culture

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Abstract : The escalating tech innovation in new media culture is liberating audiences from passive consumption to more productive and critical engagement with the legacy and streaming television media. However, how fan translation is furthering the reception and interpretation of global screen stories remains the outlier of television studies. This paper will showcase the fan-based cross-cultural engagement with the Marvel Cinematic Universe (MCU) in China. This is to highlight: 1) the ways marginal audiences (Chinese MCU fans) seek to sync with the recent telecinematic expansion of MCU; 2) the forensic and interpretative works done by Chinese MCU fans who persistently seek to amplify the pleasure of MCU content in their media contexts; 3) the crucial but largely unacknowledged cultural value generated by Chinese MCU fandom in the outlier of contemporary Chinese TV culture. Taken together, this study aims to further explore the notion of “translational fandom” and integrate its theorisation into the present research in television culture.

Keywords : Chinese MCU fans, cross-cultural engagement, Loki, television media, translational fandom

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