



Mainstreaming Gays

Critical Convergences of Queer Media, Fan Cultures,
and Commercial Television

by Eve Ng

DESCRIPTION

Mainstreaming Gays discusses a key transitional period linking the eras of legacy and streaming, analyzing how queer production and interaction that had earlier occurred outside the mainstream was transformed by multiple converging trends: the emergence of digital media, the rising influence of fan cultures, and increasing interest in LGBTQ content within commercial media. The U.S. networks Bravo and Logo broke new ground in the early 2000s and 2010s with their channel programming, as well as bringing in a new cohort of LGBTQ digital content creators, providing unprecedented opportunities for independent queer producers, and hosting distinctive spaces for queer interaction online centered on pop culture and politics rather than dating. These developments constituted the ground from which recent developments for LGBTQ content and queer sociality online have emerged. *Mainstreaming Gays* is critical reading for those interested in media production, fandom, subcultures, and LGBTQ digital media.

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AUTHOR/EDITOR BIOGRAPHY

EVE NG is an associate professor in the School of Media Arts and Studies at Ohio University, in Athens, Ohio. She is the author of *Cancel Culture: A Critical Analysis* and an associate editor of *Communication, Culture & Critique*.

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