

# The construction of gender and sexual minority identity in Mainland China: a queer media perspective

## 中国内地性/别少数的身份建构： 以酷儿媒体的发展为视角

平等权法律与实务公开课性/别少数与法律

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# Brainstorming: What is queer media?

## 头脑风暴：什么是酷儿媒体？

- ▶ In the chatroom, please write down the names of queer media (e.g. organisation, programme, content, people etc.) that you know or have used.
- ▶ 请在聊天室里写下你所知道或曾经使用过的酷儿媒体（包括媒体机构、节目、内容、人等）



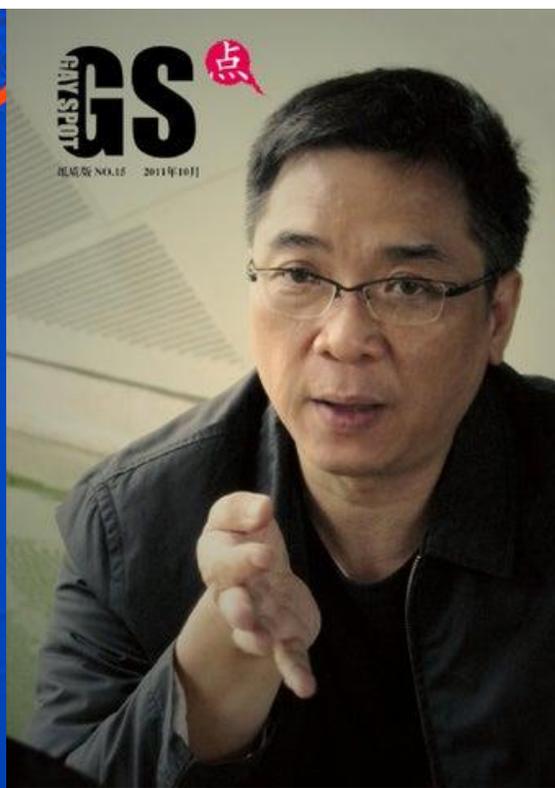
# Queer media: hidden in the spotlight

## 隐藏在聚光灯下的酷儿媒体

- ▶ What is queer media?
- ▶ What are different forms of queer media and how are they used by LGBTQ people in China?
- ▶ What does this tell us about media, Chinese media and China's social change?



# Queer community media 酷儿社群媒体



# Queer community media in mainland China

## 中国大陆的酷儿 社群媒体

- ▶ Media produced **by, for, and about** gender sexual minority communities
- ▶ 专属性/别少数群体使用的媒体（生产、消费、内容）
- ▶ **Technologies, institutions, texts and practices:** leaflets, zines, hotlines, websites, dating apps, community radios, webcasts, short videos, documentaries, film festivals, art exhibitions, videomaking workshops ...
- ▶ 技术、机构、文本与社会实践
- ▶ These different forms and practices of queer community media not only help to construct gender and sexual identities and communities; they also enact politics and open up political visions.
- ▶ 酷儿社群媒体对性别少数身份、社群与文化政治的建构

# Policy environment 政策环境

- ▶ Media representation of LGBTQ issues in China

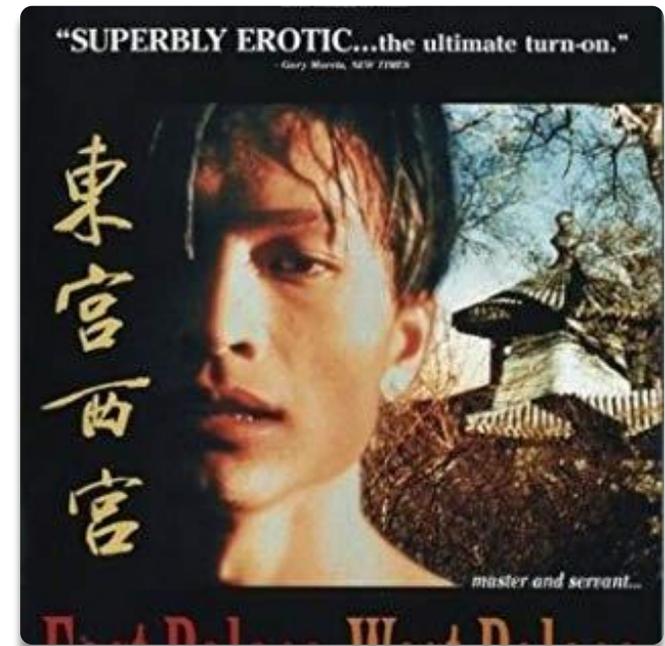
State media

Commercial media

Independent media (alternative cultural economy)

- ▶ censorship

- ▶ Productive censorship: Censorship produces specific social relations and makes certain types of representations and cultural practices possible.



# Technological affordance 技术特性

- ▶ Affordance is a property or feature of an object which presents a prompt on what can be done with this object.
- ▶ Technological affordance: new technologies and what tasks users can possibly perform with technologies at their disposal.



# Social and cultural context 社会与文化语境



# Media archaeology

## 媒体考古学

- ▶ Media archaeology: primarily interested in 'dead media'. Media often revive and recirculate material and techniques of communication that had been lost, neglected, or obscured
- ▶ The materiality of media: Media is not simply about texts and representations. Material objects carry meanings, affordances and affects,



# Telecommunication technologies, 1990s

## 远程通讯技术手段

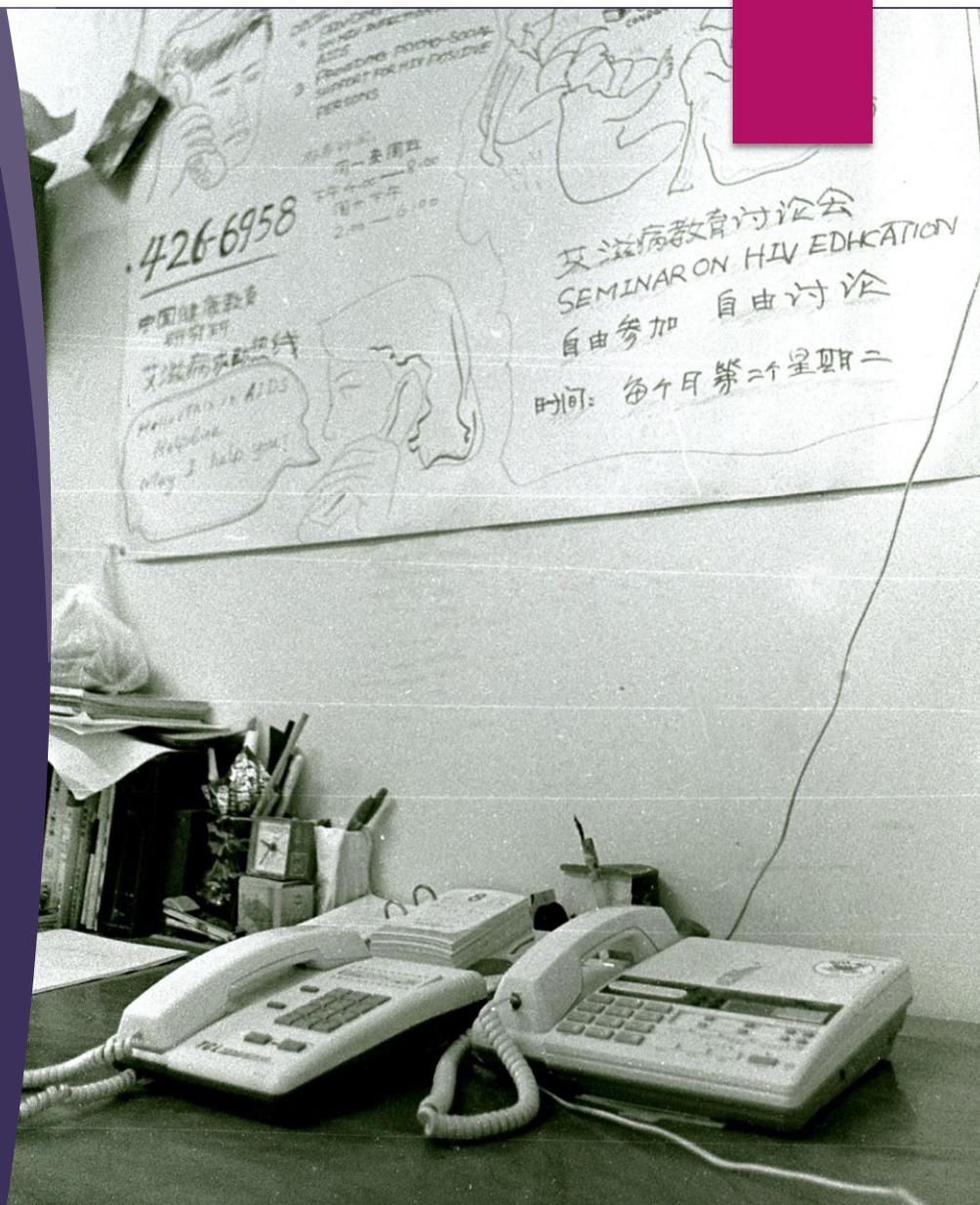


# AIDS Hotline, Beijing, 1992

## 艾滋病求助热线

(中国健康教育研究所, 1992)

'In October of 1992, we held five meetings of a discussion group for gay men as part of our AIDS hotline activities. Attendance was highly variable. We discovered that discussing AIDS was not an opportunity for gay men, [because] they found that it placed pressure upon them and inspired despair. So, on **November 22<sup>nd</sup>** we held the first meeting of the **'Men's World' discussion group for gay men**. [...] Other hotlines and discussion groups were set up in Shanghai, Kunming, and Shenyang in the following months. **On February 14th, 1993, Men's World held a Valentine's Day event at the Seahorse Ballroom at Xi'dan in Beijing**. We distributed Valentine's Day cards and condoms. When this got into the media in March, the story was soon picked up and reported all over the country.' (Wan Yanhai 2001: 59-60)



# Lesbian groups in 1990s Beijing

## 九十年代的北京拉拉社群



## Pager and Telephone Hotlines, Beijing, 1997 寻呼机热线

'Our aim in starting the Pager Hotline was to encourage more friends to become more visible, and to provide help to those who needed it. After the Hotline was established, and after regular training and some experience in answering calls, we cultivated a core group, especially of women, who came out into the open, to take part in volunteering and training and to exercise and teach ourselves.

We tongzhi [queer] use our own and other's experience to encourage other tongzhi to bravely face society. This kind of help is much needed by the tongzhi scene.' (He Xiaopei 2001: 48)

'A number of us worked as volunteers for the hotline. We took turns carrying the pager for a few days or a week. I made phone calls using Susie's landline, Ah Ping stayed in Billy's flat to answer the calls. We received lots of calls from people. One day a young man called the pager hotline. He was a policeman but was discovered as being gay, so he had been forced to leave the police. He was very upset and called the pager hotline quite a few times. I listened quietly without giving him much advice. A few years later, we met at a meeting and he recognised my name. He is Geng Le, CEO of the gay dating app company Blued.' (He Xiaopei 2019)

# Geng Le (b.1974) and Blued (2012- ) 耿乐与淡蓝



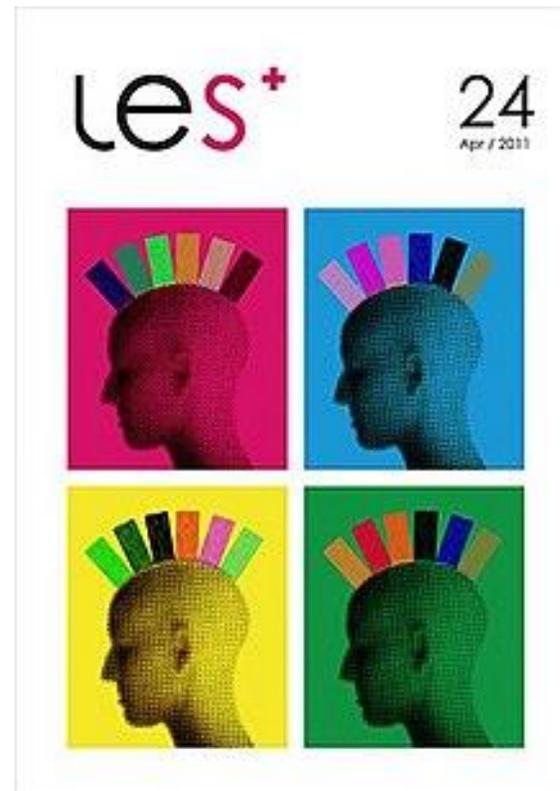
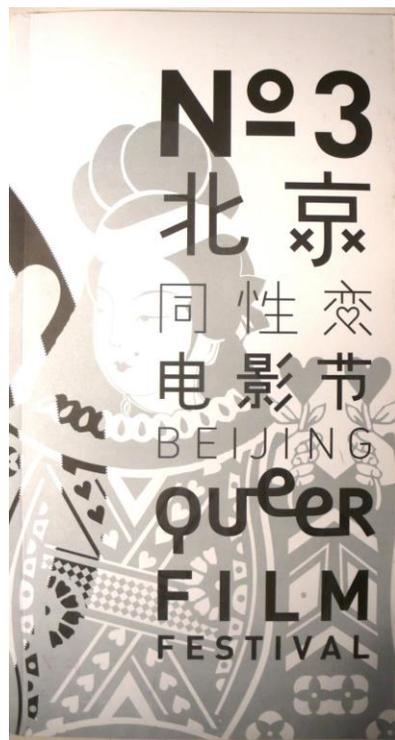
**CEO Letter  
to Shareholders**

**Baoli Ma**  
*Founder, Chairman of the Board of Directors and Chief Executive Officer*

“We are committed to providing lifetime services and create a safe and secure oasis to satisfy the needs of the global LGBTQ community.”



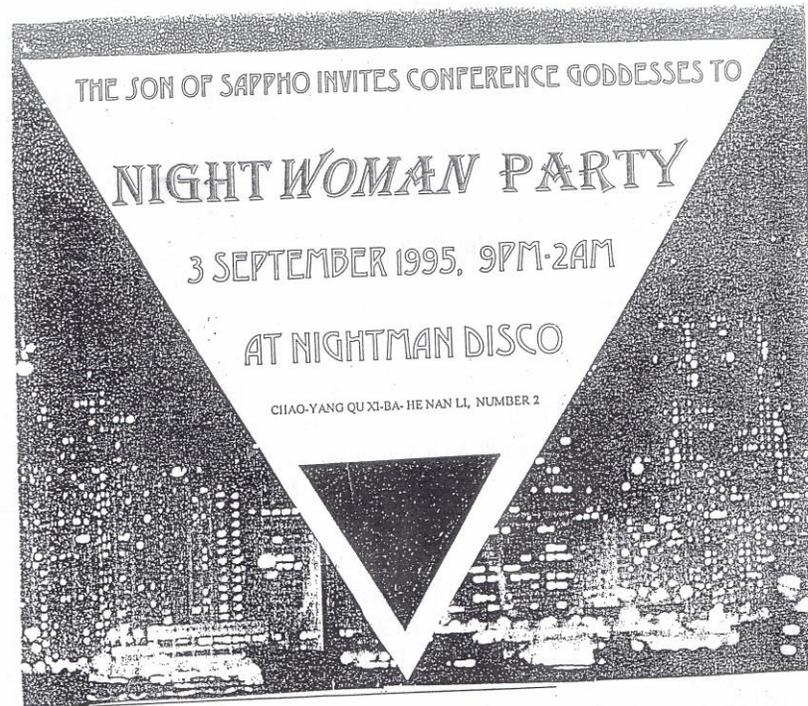
# Queer Print Media 酷儿印刷媒体





The 4<sup>th</sup> UNWCW, Beijing, 1995  
联合国第四届世界妇女大会，北京，1995年

# Leaflets 传单



九月三号晚上9点至2点  
 莱特曼迪斯科广场  
 朝阳区西坝河南里2号  
 (皇家大饭店往西)

An open letter to all lesbians, gays and bisexuals, all who seek love, and all friends who seek dignity and equality throughout the world :

We are a group of Chinese bisexuals, lesbians and gay men. On the twenty sixth anniversary of the Stonewall Uprising in New York [25th June], we are in our own way joining the people of New York and those all over the world celebrating this day.

Twenty six years ago the trumpet call of the Stonewall Uprising allowed many non-heterosexuals to bravely stand up against discrimination. We are deeply aware that in our own struggle in China for the rights we deserve, we must continue to fight. You lesbians, gays and bisexuals abroad have already travelled a bloodstained road and we can see the fruits of your achievements. We now have taken the first step in our long march. In the future we will combine the lessons of your experiences with our own ways to move toward our common goals.

This year is also the fiftieth anniversary of the world's victory over fascism. We will never forget the innumerable senseless deaths of half a century ago. We will never forget the gays who were sent to the gas chambers, or those who were executed at the hands of the fascists who could not tolerate difference. Their souls still do not rest in peace. Even now, fascism is far from dead. Society is rife with discrimination, hate and even murder on the grounds of religion, skin color, race, sex, etc. The consequences are unimaginable if society does not reexamine moral norms and the intolerance and inequality that exist in human relations. Differences in sexual orientation alone may be enough to spark off the return of fascist behavior.

Now, in our both old and youthful country, we are meeting the challenges and opportunities presented by history. We are happy for the economic development of our country and the improvement in people's lives. At the same time we must face such problems as population growth, environmental pollution and the danger of AIDS. Take population growth for example, the non-reproductive culture of gays or others is, without doubt, of value and thus its existence should be encouraged. It will be of benefit to humanity.

At this moment in time, whether we are in Christopher Street in Greenwich Village, New York, [site of the Stonewall uprising] or at the foot of the Great Wall in Beijing, hand in hand and heart to heart we move forward to strive for all we deserve.

The Chinese Rainbow  
23rd June 1995

A handwritten signature in black ink, appearing to be a stylized name or initials, located below the typed text.

# Aizhi Newsletter, Beijing, 1996 《爱知简报》

Published by Beijing  
Aizhixing Project (later  
Beijing Aizhixing Health  
Education Institute)

**爱知简报** 第十三期 北京现代管理学院健康人类学系主:  
NEWSLETTER OF AIDS ACTION PROJECT NO 13 1996年 6月23日

本期要目: 1. 同性恋者亲友组织 编辑: 万  
2. 成为你自己——青年同性恋者释疑 信箱: 北京8051信箱  
非营利性 3. 历史上的同性恋名人 邮编: 1000  
民间项目 4. 参与和奉献 BP机: 65245577-16820 (汉字星)

PFLAG是由同性恋者和双性恋者的父母、亲人、朋友组成的联盟。它由251  
建于1981年,目前代表4万个家庭,并为更多的家庭代言。PFLAG现在遍及美  
国的360个县,并在其它11个国家设立了分部。我们期待着,不久的将来,中国  
诞生自己的同性恋者亲友组织。

PFLAG (Parents, Families and Friends of Lesbians and Gays) 同性恋者:  
1101 14th Street, N.W., Suite 1030  
Washington, DC 20005, U.S.A. Fax: (202) 638-0243  
E-Mail: pflagnt1@aol.com Tel: (202) 638-4200

## 成为你自己——青年同性恋者释疑

### 导言

世界对一个年轻人来说远非天堂,因为你正处于一生中的困惑时期。

比如,你的身体在急剧变化,作用于体内的激素使你的情绪也飘忽不定。1  
日感觉很好,第二天却又沮丧透顶,连你自己也莫名其妙。

某些规则也在不觉中改变了。你被他人期望行为举止象个成年人,承担新  
但你却没有成年人的权利,比如你不能在随心所欲的钟点回家。

你和父母的关系也在改变。你变得更加独立,而他们却不得不意识到,你  
是他们的小女孩或小男孩了。这对于你们双方都不容易。

突然,几年前你没有思考过的东西——性——却似乎变成了世界上最重要  
如果你是一个年轻的同性恋者或双性恋者,或者你觉得自己好像是,或自  
定主意,那就更麻烦了,因为可能不会有人为你事先想好这件事。

在你年轻的时候,你的父母亲友可能开过你的玩笑,如果你是男孩,说你  
如果你是女孩,说你象男孩。他们可能会谈论,“你长大后开始约会”,或  
要结婚”之类的话题。但他们从来不会谈论,你长大后会和另外一个男人相  
你一样的女人结婚。

电视、电影和杂志,几乎全部都是关于男人和女人。你听的音乐也是关于  
性的爱情。如果你是男人,你的哥们就总是谈论女人,如果你是女人,你的姐  
就难免离不开男人。

如果你是一个同性恋者,那么所有这一切会让你感到生活的艰辛,因为这  
有什么多大联系。

本文试图帮助你回答自己的一些疑问,并理解三件事情:

1. 作为同性恋者或双性恋者是正常而健康的存在方式。正如身高、肤色和  
这也是成为你是什么样的人的一个方面。

2. 你需要时间来认识自己。如果你还不清楚,或尚未肯定自己是不是同性

性,而有的你却不知道。同性恋者有时会谈论“同性恋者”和“异性恋者”,但别谁是同性  
或谁不是同性恋者的感知方式。看看谁是同性恋者,看看谁是你感兴趣一样。有时你可以,有时却不行。熟悉了就会好一点。

## 12. 我可以有我自己的家庭吗?

答:可以。

许多同性恋者举办婚礼,庆祝彼此的承诺,并和家人朋友分享。克林顿总统在  
演说中,用“你和你的重要他人”代替“你和你的配偶”,认可同性恋伴侣关系。

许多同性恋伴侣也共同抚养孩子。一些女同性恋者用人工受精的方法怀孕。一  
性恋男人和女人,在亮相之前生活在异性恋关系中,他们和其同性恋伴侣一起共同  
和其异性伴侣的孩子。随着社会态度的持续改变,同性恋伴侣领养孩子也会变得  
普通。美国有一些州允许同性恋伴侣领养孩子。

许多同性恋者把朋友圈子和当地同性恋者社区看成是自己的家。在许多城市,  
恋者社区给了同性恋者从家庭中得到的同样的爱和支持。

## 13. 走自己的路。

很显然,本手册提供的问题和解答是有限的。但是,我们希望它会对有所启  
你不必再一个人独自探讨自己性的同一性(性身分)。你可以通过最后三页的附录  
找信息、答案或朋友。

你会懂得,最好是走自己的路。如果是同性恋者或双性恋者,你会发现你有能  
合和决定自己的亮相过程,对你来说,这是独特的。虽然亮相会带给你一些你以前  
面对过的问题,但你也也会发现,探索的过程是无比快乐的。

在这个过程中,你需要不断地得到鼓励。任何事情都是可能的。

本文根据美国同性恋者亲友组织有关资料翻译而成。

## 他们是同性恋者或双性恋者

男性

苏格拉底(古希腊哲学家)  
亚历山大大帝(古马其顿国王)  
米开朗基罗(意大利雕塑家)  
拜伦爵士(英国诗人)  
纪德(法国作家)  
惠特曼(美国诗人)  
洛加尼斯(美国跳水运动员)

女性

萨福(古希腊诗人)  
伍尔夫(英国女作家)  
艾莉诺·罗斯福(美国第一夫人)  
K.D.Lang(加拿大、美国歌星)  
科莱特(法国小说家)  
威拉·凯色(美国小说家)  
玛多娜(Madonna)(美国歌手)

## 参与和奉献

北京现代管理学院健康人类学系创建爱知行动项目,提倡科学和人道主义,人  
教育和社会关怀。爱知行动项目是非营利性民间项目,属于公共卫生活动。我们期  
人们的支持和参与,无论是思想、时间还是财富。我们特别关注那些在生理、心理  
会生活中遭遇困难的人们。

不久的将来,我们期待着:我们拥有自己的热线、诊室、会议室和基本工作  
我们希望人们积极参与我们的项目。我们希望人们根据自己的财力和愿望为  
提供赞助。项目负责人:万延海/北京8051信箱/100088/BP机:010-65245577-16

# Friend Exchange (Friends) (1998-2010) 《朋友通信》（《朋友》）

'Friend Exchange [Friends] is normally distributed to the gay work team in nearly 60 cities, with 2,500 gay people in regular contact with the project team and 2,000-2,500 medical staff working on HIV/AIDS prevention, mental health, CDC, clinical STD, and media professionals. This list also includes state officials. The number of subscribers varies considerably from one province to another. It may be 600-700 subscriptions in one province, where magazines are distributed not only in the capital city but also the gay volunteer teams in a dozen of medium-sized cities (such as Henan). In other provinces, like Tibet, only 20-30 subscriptions will be provided. Currently, for every issue 15,000 copies will be printed. After distribution, only 100 to 200 copies will be left, which will be posted to readers upon request within the next two months (2009-7-30 Interview [with Zhang Beichuan])' (Cao 2009: 17)





# Les+ (2005-2013)

'It [Les+] was intended to be a magazine for but not limited to lesbian women. As the plus sign "+" in the title suggests, it was for les (lesbian) and more. The plus sign also refers to "home" in Mandarin, which is pronounced as "jia 家", same as the pronunciation of the plus sign "jia 加". It offered one of the first representations of the new generation of young urban lalas [lesbians] in China. Also, it represented one of the first attempts of lalas to call for a proud existence and to make themselves visible to each other.' (Kam 2018)

'the queer politics of imagination' (Huang 2017)

## Columns:

the existence of a single person 一个人的存在

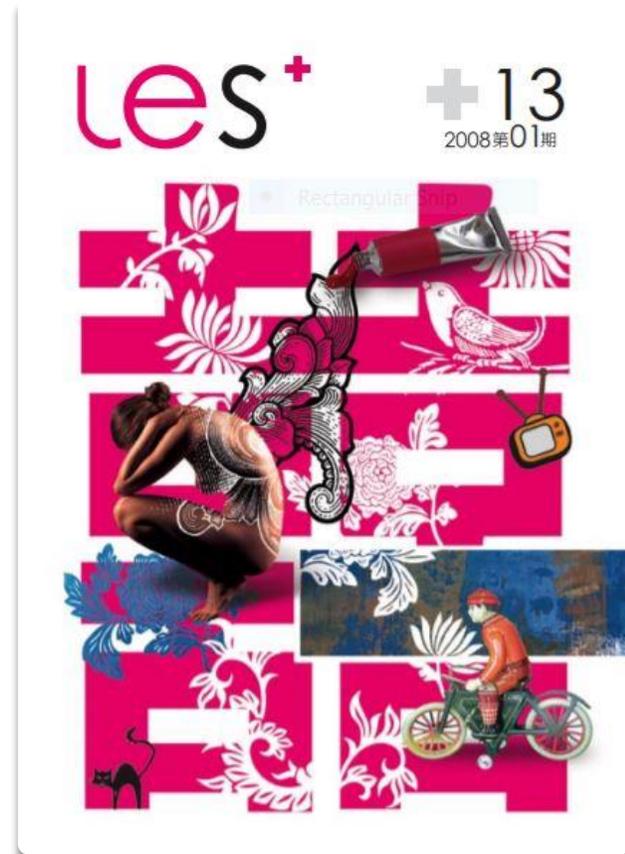
the life of two people 两个人的生活

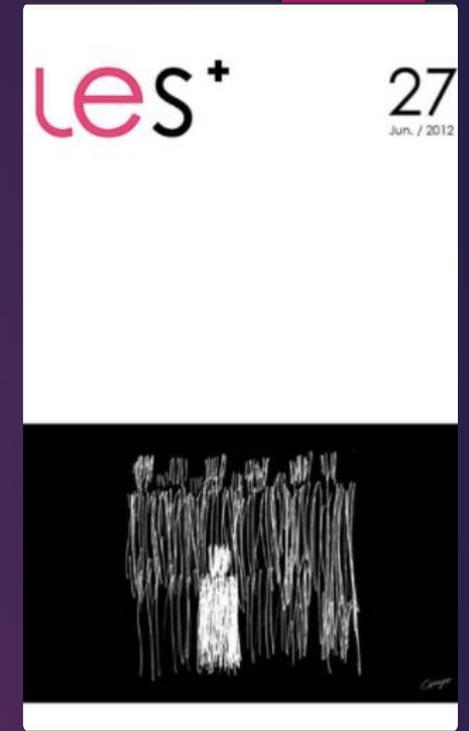
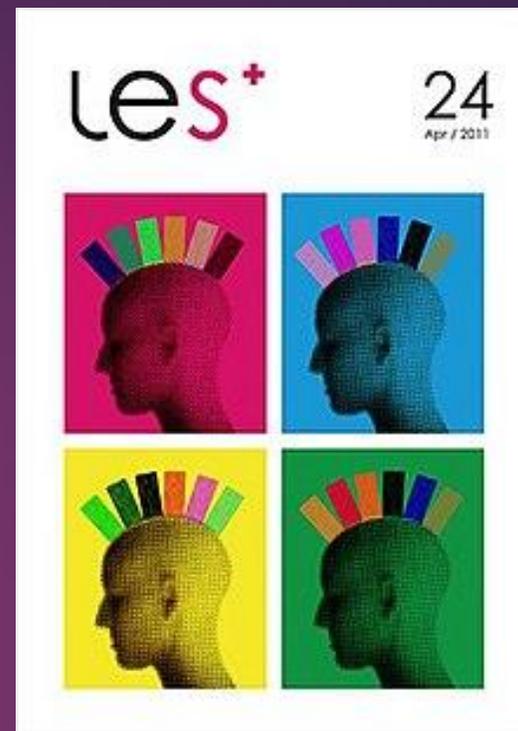
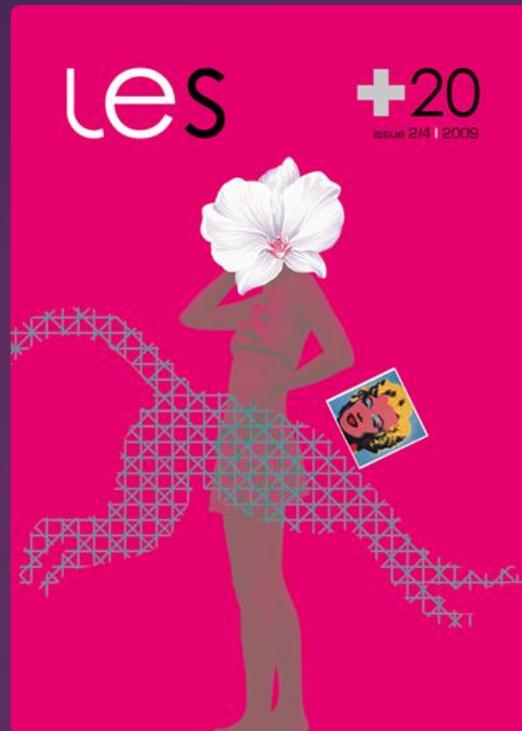
the world for a group of people 一群人的世界

writing down our own history 写下我们的历史

a proud existence 骄傲的存在

the world for a group of people 一群人的世界





Les+ (2005-2013)

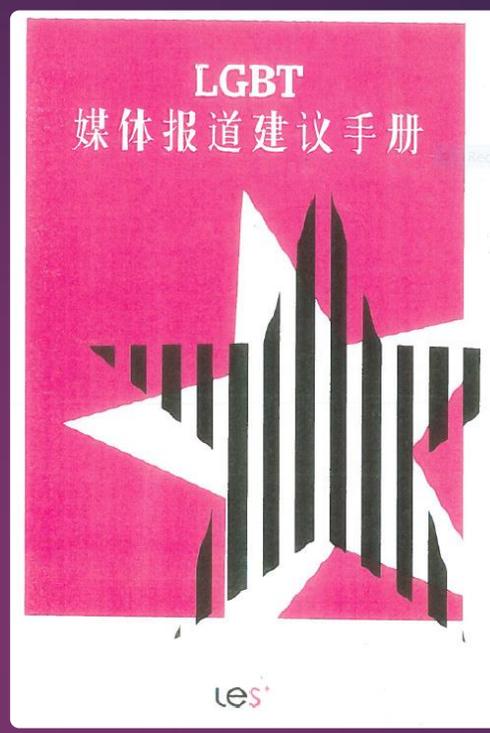
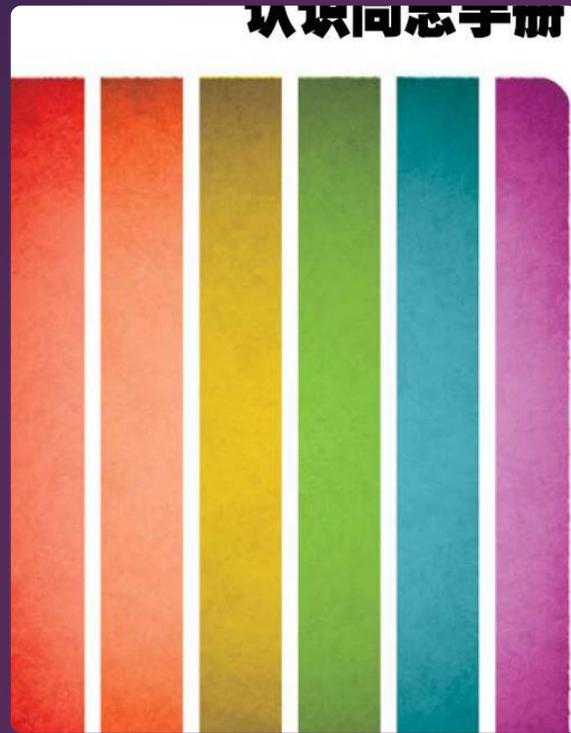
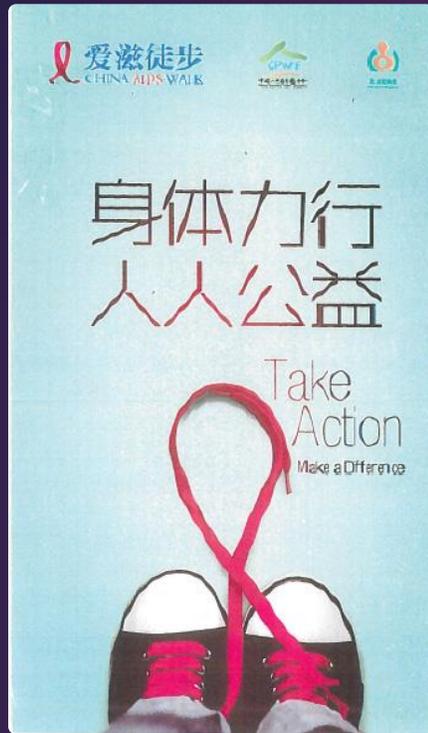


# GaySpot 点/乐点 (2007 -)





# GaySpot 点 (乐点) (2007 -)



Queer Ephemeral Media 酷儿易逝媒体  
(传单、手册、折页、书签、海报及其他一次性印刷材料)



# 桃红满天下

立足华人世界 服务同志群体

组织简介

分期阅读

分类阅读

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同志社团

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最近报刊

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## 第243期 (2010年3月5日)

- ① 【新闻摘要】墨西哥城开始承认同性婚姻
- ② 【说三道四】裸体是对同性恋的污名化吗?
- ③ 【艺坛纵横】理查德·张伯伦
- ④ 【爱知行动】2010年 第二届C.R.N.同志会议启事

## 第242期 (5月9日)

- ① 【新闻摘要】美国农阿华州同性伴侣开始登记结婚 英国禁止极端恐同者入境
- ② 【说三道四】韩国的偶像
- ③ 【综合报导】美国缅因州承认同性婚姻
- ④ 【爱知行动】广州“同城社区GAY/LES青年文化中心”书刊征集函

## 第241期 (4月25日)

- ① 【新闻摘要】美国同性恋青少年受校友嘲弄而自杀 华盛顿州给予同性伴侣平等权益
- ② 【说三道四】普雷金小姐受委屈了吗?
- ③ 【综合报导】纽约州提出同性婚姻合法化提案
- ④ 【经贸商务】经济萧条难以冲击同性恋者旅行爱好
- ⑤ 【爱知行动】北京同志活动中心12月26日-28日活动安排

## 第240期 (4月12日)

- ① 【新闻摘要】华盛顿市议会通过提案承认他州缔结的同性婚姻 亚马逊网站将同性恋书籍剔除出排行索引争议
- ② 【说三道四】就志愿者与卫生部门人员沟通的几点看法和建议
- ③ 【综合报导】美国农阿华州将承认同性婚姻 美国佛蒙特州将承认同性婚姻
- ④ 【历史回顾】加州同性婚姻合法化之路曲折
- ⑤ 【信息天地】美国青少年感染艾滋病比例占重
- ⑥ 【爱知行动】北京拉拉沙龙迁址通知

## 第239期 (12月26日)

- ① 【新闻摘要】美国首个印第安部落承认同性婚姻 教皇有关同性恋言论引争议
- ② 【说三道四】从妖魔化中国看妖魔化同性恋



服务 | 能力建设 | 倡导 | 资料下载 | 关于问题 | 中/英



首页 问答 立场文件 出版物 档案资料

## 1999年3月27日

“爱情白皮书”网站成立，是中国最早的同志网站之一

后更名为爱白网，致力于同志资讯、文化、教育和法律等方面的工作。

在新媒体兴起之前，爱白网的同志资讯一直是中文世界最主要的同志新闻来源，2006年成为Google新闻的唯一中文同志资讯来源。

1999年11月19日，推出“同志问答”栏目，由美国洛杉矶心理卫生部的詹姆斯·卡普兰主持，至今为同志免费提供关于性倾向、性知识、恋爱、个人发展等多方面的问答服务，是华人世界时间最长，影响力最大的同志问答服务。



# Websites 同志网站

Jinye  
Xingguang  
Canlan  
(Starry Night  
Tonight)  
(mid-1990s)  
今夜星光灿烂  
(个人主页)

'The website published daily information and updates about local *tongzhi* [gay] communities. It included information about what the situation was like in each 'beat' (*dianr*, meaning cruising areas) and what extraordinary things happened where. For example, where the police and the security people had been, who were blackmailers, which 'new people' had appeared, and the dos and don'ts of visiting a specific place. The website was very informative. Although much information primarily centred on where to find sex partners, there were also a lot of serious discussions of community issues.

'The website administrator was sincere in giving advice, and the language used was reader-friendly. The website therefore gained popularity in Beijing's local *tongzhi* communities.' (Tong 2008: 178-179)

# LGBT websites同志网站



The screenshot shows the Aibai website homepage. The top navigation bar includes links for 首页 (Home), 问答 (Q&A), 立场文件 (Position Statements), 出版物 (Publications), and 档案资料 (Archives). The main content area features a large heading "1999年3月27日" (March 27, 1999) and a sub-heading "“爱情白皮书”网站成立, 是中国最早的同志网站之一" (The "White Paper of Love" website was established, one of the earliest LGBT websites in China). Below this, there is a paragraph about the site's mission: "后更名为爱白网, 致力于同志资讯、文化、教育和法律等方面的工作。" (Later renamed Aibai, dedicated to LGBT information, culture, education, and law). Another paragraph mentions: "在新媒体兴起之前, 爱白网的同志资讯一直是中文世界最主要的同志新闻来源, 2006年成为Google新闻的唯一中文同志资讯来源。" (Before the rise of new media, Aibai's LGBT information was the primary source in the Chinese world, becoming the only Chinese LGBT information source for Google News in 2006). A final paragraph states: "1999年11月19日, 推出“同志问答”栏目, 由美国洛杉矶心理卫生署的星星博士担任主持, 至今为同志免费提供关于性倾向、性知识、恋爱、个人发展等多方面的问答服务, 是华人世界时间最长, 影响力最大的同志问答服务。" (On November 19, 1999, the "LGBT Q&A" column was launched, hosted by Dr. Xingxing from the Los Angeles Department of Mental Health, providing free Q&A services on topics like sexual orientation, sex education, love, and personal development, being the longest-running and most influential in the Chinese world).



The screenshot shows the Feizhen website homepage. The top navigation bar includes links for 首页 (Home), 图片 (Pictures), 日志 (Diary), 活动 (Activities), 手机客户端 (Mobile App), ZANK, and 关于 (About). There are also links for 登录 (Login) and 注册 (Register). The main content area features a large image of four people standing on a mountain peak with their arms raised. To the right of the image is a login form titled "登录飞赞" (Login Feizhen) with fields for 账号/邮箱/用户名 (Account/Email/Username) and 密码 (Password), a checkbox for 记住我 (Remember Me), and buttons for 登录 (Login) and 忘记密码? (Forgot Password?). Below the login form is a green button that says "1分钟注册飞赞" (Register Feizhen in 1 minute). At the bottom of the page, there is a row of small profile pictures of users.

## 飞赞是一个什么样的网站?

飞赞始于2010年2月, 是一个真实、有趣的社交网站。与传统网站不同, 在飞赞, 每个人不是只有年龄、身高、体重这些数字, 更有丰富的情感和故事。飞赞倡导积极向上的文化, 内容健康, 办公室也能上飞赞。飞赞, 非常赞!

## 飞赞如何保护用户的个人隐私?

飞赞保护用户的隐私, 不会将用户的邮箱、联系方式等信息透露给第三方。通过SSL技术, 飞赞确保用户在使用过程中的数据不会被窃取或窃听。此外, 只有注册用户才能进行浏览图片、查看日志、参与话题等操作。当然, 我们仍提醒用户, 网络有风险, 请注意保护你的个人隐私。

## 飞赞为什么不欢迎色情内容?

与多数交友网站不同, 飞赞不欢迎色情内容, 包括色情的图片、视频、文字。飞赞的团队希望飞赞的发展是可持续的, 这就需要我们专业的精神, 遵守国家的法律法规, 倡导健康向上的文化。

# LGBT websites 同志网站

01 Grindr>>

02 淡蓝网>>

03 同爱天空>>

04 心同网>>

05 GS乐点>>

06 同性恋亲友会>>

07 Fridae>>

08 香港彩虹>>

09 彩虹兔>>

10 爱白网>>



Social networking apps 社交软件（“约炮神器”）

# Blued: location-based and appearance-oriented 淡蓝: 淡蓝: 定位功能与颜值取向



# Live-streaming and Internet celebrity 直播与网红



# Queer social media and 'algorithmic sexuality' (Wang 2021)

## 酷儿社交媒体与计算机算法博弈下的多元性/别



# Summary 小结

- ▶ Queer community media help construct LGBTQ identities and communities.
- ▶ They also help articulate different types of gender and sexual politics.
- ▶ Different forms of media do not replace each other. They often coexist with each other; certain features from older forms are remediated in newer forms.
- ▶ An archaeological approach helps us appreciate the materiality and mediated nature of queer identities and communities.
- ▶ Identities and communities are often mediated. They form various sexual-technological assemblages to articulate sexual politics in contingent ways.

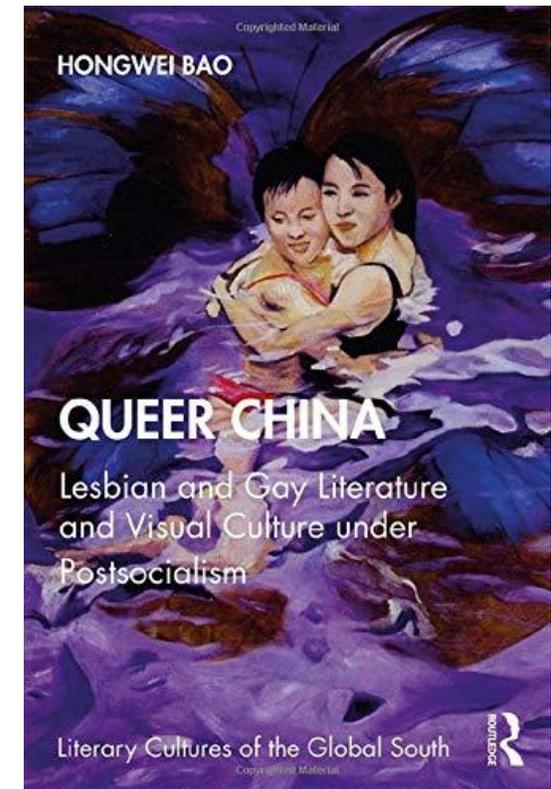
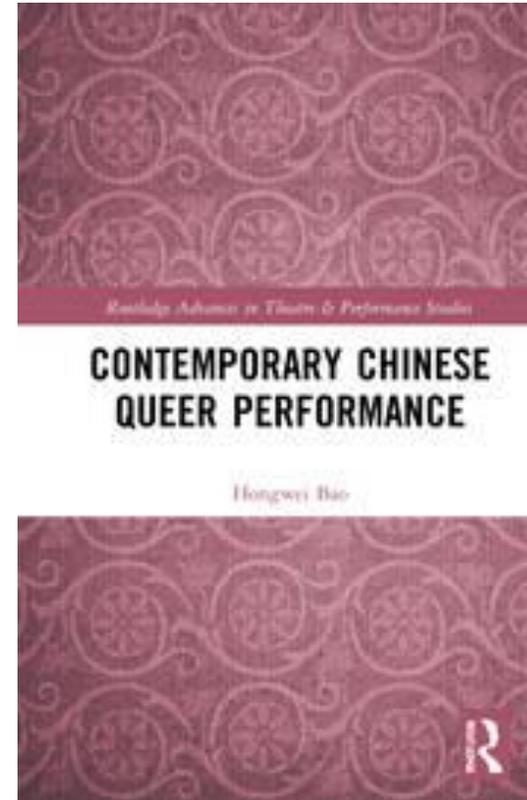
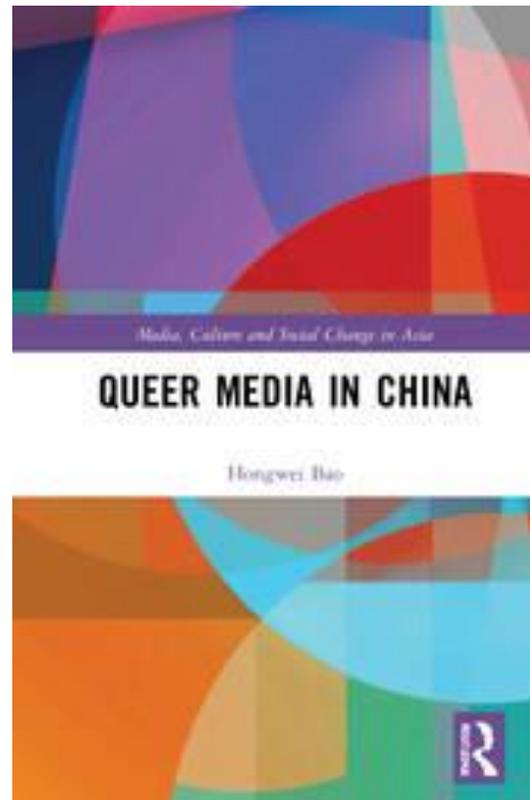
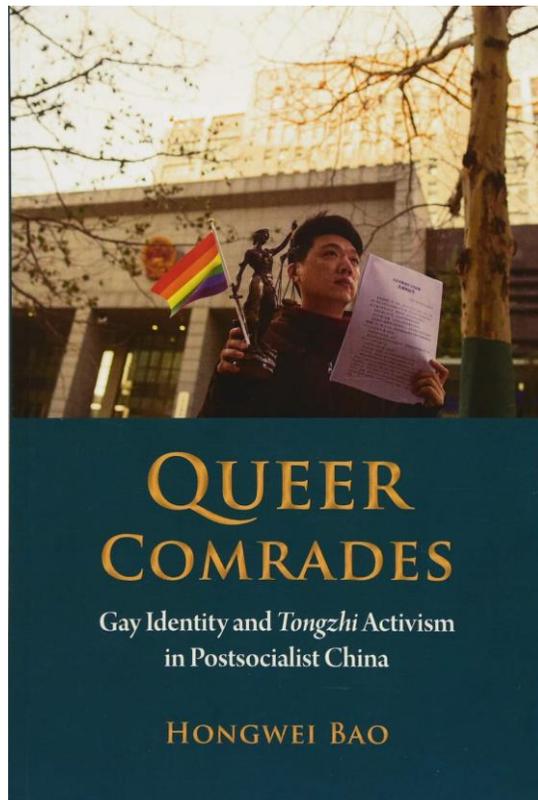
les<sup>+</sup>

22<sup>23</sup>  
JULY 2010



# Documenting Queer Chinese Community History

## 记录中国大陆同志社群历史



# Q&A and experience sharing 问答与分享

(请使用发言功能或在聊天室里分享你的酷儿媒体使用经历或经验)

