The Gendered Self: LGBTQ+ Narratives in Global Media

Volume II

Edited by **Tamanna M. Shah** *Ohio University, USA* **Sonali Jha** *Ohio University, USA*

Series in Critical Media Studies



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Introduction: Beyond Binaries and Cultural Constructions of LGBTQ+ Identities

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1. Introduction

As a young lesbian, Noelle Johnson found solace and affirmation in the characters she saw on screen, discovering firsthand the transformative power of representation. In a heartfelt TEDx talk, she shares how these portrayals not only validated her identity but also fueled her passion for advocating for greater visibility of queer voices in the performing arts. Similarly, Madeline English champions the inclusion of queer history in education, challenging the erasure of vital contributions. Her work with the Queer Agenda underscores the importance of young adults seeing their lives and struggles reflected in history, affirming that stories – especially those of marginalized communities – hold the power to shape self-worth and cultural understanding. Together, these narratives exemplify the profound emotional impact media and storytelling have on marginalized identities, inspiring countless others to feel seen, valued, and respected.

But why does this matter today, when library shelves are already lined with literature on LGBTQIA+ identities and debates on acceptance abound? Why is it still essential to examine queer narratives across ancient mythologies, modern media, and international human rights discourse? The answer lies in the persistent struggle for recognition and respect. As Madeline highlights, queer history continues to face erasure and marginalization. Additionally, the tension between visibility and prejudice – evident in both media and society – remains a formidable barrier to true equality. In a world where representation can either affirm or alienate, understanding these narratives is more crucial than ever.

Volume II of *The Gendered Self* moves beyond the foundational exploration of LGBTQ+ representation to dive deeper into the complex cultural narratives and

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lived experiences that shape gender and sexual identity across the globe. While Volume I focused on the power dynamics of media framing and intersectionality, Volume II aims to deconstruct the concept of binaries that have historically defined and restricted understandings of gender and sexuality. It seeks to highlight cultural diversity by bringing to light a wide array of stories, traditions, and perspectives, often from marginalized or underrepresented communities. The purpose is to provide a platform for reclaiming silenced narratives, questioning rigid categorizations, and offering insights into how various societies and media portray, accept, or challenge LGBTQIA+ identities. By examining queer narratives in cultural contexts as diverse as mythology, modern media, and politics, Volume II encourages readers to consider the nuances of identity beyond conventional gender and sexual frameworks.

Global Perspectives and Contemporary Struggles

In a rapidly changing world, LGBTQIA+ communities face evolving challenges that differ across cultural, political, and social landscapes. This volume engages with contemporary issues such as the global rise of anti-LGBTQIA+ policies, the contentious debates around gender-neutral language, and the intersection of digital media with queer representation. In many countries, legal and political frameworks have made strides toward greater acceptance (Gibb 2018), but these advances coexist with increasing backlash, including restrictive policies, censorship, and state-sponsored discrimination (Schey and Shelton, 2023). These challenges highlight the tension between growing visibility and persistent social stigmas (Stevenson et al., 2024). Additionally, debates on gender-neutral language and pronoun usage continue to spark conversations across societies, with linguistic choices influencing public perceptions of gender and reinforcing or challenging existing binaries (Gouveia 2024). The influence of digital media cannot be overstated - platforms for self-expression, activism, and communitybuilding are expanding, yet they also expose individuals to new forms of discrimination and cyberbullying, demonstrating the complex role media plays in shaping LGBTQIA+ experiences worldwide (Frankis 2024).

The erasure and distortion of queer history are not new strategies; they have deep roots extending far beyond modern media. For centuries, many cultures – particularly those shaped by religious or mythological traditions – have ignored, defamed, or rewritten queer identities. Figures like *Shikhandini* from Hindu mythology, who embody gender fluidity and queerness, are often obscured or distorted to fit heteronormative frameworks. These ancient tales reveal that queerness has always been part of human narratives, yet religious and societal structures have systematically denied and suppressed them (Coward 2024). The consequences are often severe – many countries still

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uphold laws, rooted in religious doctrines, that criminalize LGBTQIA+ identities, sometimes with punishments as extreme as the death penalty.

This tension between acceptance and disgust underscores the complexity of queer representation. Consider how a man in a dress or a woman with facial hair can evoke intense discomfort. Such reactions are not based on "fear" but rather on "disgust," deeply ingrained in beliefs about gender and sexuality. The Ugandan president's description of homosexuals as "disgusting," coupled with laws that criminalize homosexuality, reveals how disgust, rather than fear, drives hatred and violence against the LGBTQIA+ community. These attitudes are deeply embedded, resurfacing even in ancient mythologies that paradoxically contain rich examples of gender fluidity and queerness. Yet these narratives are overshadowed by cultural and religious traditions that frame queerness as unnatural or sinful, perpetuating cycles of discrimination.

The title of the Introduction to this Volume, *Beyond Binaries*, underscores the central goal of challenging traditional categories that often reduce complex identities to simplistic dichotomies, such as male/female, gay/straight, or cisgender/transgender. These binaries fail to capture the fluidity and diversity of the LGBTQIA+ experience. To truly understand the multifaceted nature of identity, it is crucial to look beyond these restrictive labels and embrace the spectrum of human experience, self-expression, and cultural contexts that exist. Volume II does just that by exploring how different societies, historical periods, and media representations have navigated and often resisted these binaries.

Scope of Contributions

As we confront these challenges and global narratives, each chapter in this volume takes a deeper dive into the themes of visibility, representation, and identity. By moving beyond traditional binaries and cultural stereotypes, the chapters collectively explore the complexities of LGBTQIA+ experiences across diverse contexts. From analyzing the representation of Two-Spirit and Māhū identities in Indigenous cultures to examining the framing of LGBTQIA+ stories in media and policy, these contributions offer rich insights into how gender and sexuality are understood, negotiated, and reclaimed. Together, they paint a picture of a world where queer narratives not only seek visibility but demand acknowledgment and acceptance in all their forms, challenging readers to reconsider the boundaries of identity and inclusion.

We begin the volume with a deeply personal narrative of transgender individuals navigating identity in Turkey, a country marked by contrasting cultural, social, and political influences (Chapter 1). Kazim Tolga Gurel captures how transgender people move beyond forced femininity or masculinity to reclaim

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their identities on their own terms. By presenting in-depth interviews with trans individuals across diverse age and occupational groups, the chapter explores the tension between personal agency and the pervasive influence of societal norms and masculine ideals. It highlights the rich sensory and emotional experiences unique to the transgender journey – the struggle between conforming to assigned gender roles and pursuing authentic self-expression. This exploration of identity transformation not only underscores the importance of lived experiences but also challenges readers to rethink how gender is constructed, understood, and embodied within the broader discourse on LGBTQ+ rights and representation.

In Chapter 2, Sarah Page confronts the resurgence of anti-LGBTQ+ rhetoric and the strategic marginalization of queer citizens in contemporary U.S. politics. In analyzing how transgender and queer bodies are positioned as "folk devils" in a political climate, the author reflects on how they seek to leverage moral panic to consolidate power. By drawing parallels to politicized homophobia in Jamaica, Page illuminates how exclusionary narratives not only target LGBTQ+ individuals but also serve to bridge the widening economic and ideological gap between the conservative base and GOP elites. This discourse analysis reveals the dangers of legislative efforts that curtail the rights of queer citizens, framing such policies as state-sanctioned repression aimed at unifying divergent conservative interests. The chapter explores the cascading effects of this renewed moral panic – political polarization, social-media activism, and migration of transgender individuals from hostile states – shedding light on the broader societal and cultural ramifications of weaponizing queer identities for political gain.

Chapter 3 shifts focus to how Chinese gay men navigate self-representation and express desires on the platform Douban. Aligned with the theme of the book, Yang Yang and Yuxuan explore how identity and intimacy are constructed through digital interactions in a community originally designed for shared interests, revealing the linguistic strategies that shape online dating discourse. They uncover how speech acts and digital expressions build connections and articulate desires within this unique virtual space. The research provides fresh insights into the socio-cultural dynamics of online dating practices among the Chinese LGBT community, contributing to broader discussions on identity, desire, and representation in digital spheres, as well as offering implications for fields like linguistics, communication studies, sociology, and queer research.

Sonali Jha explores how digital streaming platforms offer fresh, nuanced representations of LGBTQIA+ experiences, challenging traditional narratives and expanding the discourse around gender and identity (Chapter 4). Through an analysis of the Netflix short film *Geeli Puchi* from the series *Ajeeb Daastaan*, this chapter delves into the intersectionality of caste, sexuality, power, and privilege in India. By examining the complex experiences of Bharti and Priya,

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two queer women from different caste backgrounds, it unravels the layered oppressions they face, highlighting how gender and sexuality intersect with societal hierarchies. This study underscores the transformative power of Indian OTT platforms to represent marginalized voices and stories, contributing to broader social awareness, acceptance, and a deeper understanding of queer identities within the diverse cultural context of India and pushing beyond conventional boundaries to foster societal change.

Similarly, mainstream movies have played a crucial role in neutralizing discomfort around LGBTQIA+ issues, while regional films have actively integrated such themes to strengthen visibility within family settings. Chapter 5 examines the timeline and progress of representing LGBTQIA+ needs and struggles in Malayalam cinema, from the 1980s to 2022, highlighting the increasing openness and cultural acceptance, alongside evolving laws. The study discusses the challenges faced by queer individuals in predominantly heteronormative societies and explores the stigmas and taboos they encounter. The authors, Niveditha Jayaraj and Sadhana, analyze aspects of visibility, invisibility, and the accuracy of queer representation in film, considering audience reactions to these portrayals. Beyond its focus on explicit LGBTQIA+ narratives, the chapter delves into queer-coded characters and subtexts in other Malayalam films, underscoring how media representations shape societal perceptions of the queer community.

The discussion then shifts to the media portrayal of online activism, emphasizing how framing can significantly shape public perception. When considering activism and representation, the groundbreaking work of Paula Grossman, a pioneering transgender activist, stands out (Chapter 6). Grossman's story marks a pivotal transition from a period of relative acceptance - referred to as liberal trans-normativity - to a rise in hostility and "trans-hysteria" in the 1970s. Mabel Gardner explores how Grossman's activism and media presence underscored both the potential for social progress and the backlash faced by transgender individuals during the 1950s and 60s. Grossman's journey reflects the evolving social and legal attitudes toward the transgender community, capturing a critical moment in LGBTQIA+ history. Additionally, while discussing demographic representation and activism across various platforms, it is important to address the religious backlash faced by LGBTQIA+ individuals in many countries. For instance, Islam frequently surfaces in debates on the acceptance of same-sex relationships and diverse gender identities, highlighting the intersection of religious beliefs and LGBTQIA+ representation.

This discomfort around gender non-conformity is further illuminated through Carl Jung's theory of psychological balance, specifically his concepts of *anima and animus* – the feminine and masculine aspects present within every individual. Jung posited that achieving wholeness requires embracing both

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energies. However, societies with strict gender norms suppress these natural balances, reacting with hostility when they manifest in others. This idea finds a powerful narrative in Rabindranath Tagore's *Chitrangada*, where the warrior princess struggles between embodying both masculine and feminine energies. Forced to transform into a traditionally beautiful woman to win Arjuna's love, she ultimately rejects this false femininity, reclaiming her true identity as both a warrior and a woman. Arjuna's acceptance of her authentic self reflects a love transcending societal standards and aligns with Jung's concept of harmony between gender energies.

Despite their profound presence, societies remain hostile to expressions of gender fluidity, largely due to the way gender roles are structured. For instance, cultures facing constant external threats – like desert-dwelling tribes – tend to develop rigid gender roles to increase group survival, forming what Michele Gelfand terms "tight" cultures. Conversely, farming societies with abundant resources and lower survival threats adopt "loose" cultural norms, where both men and women share roles in activities like farming and child-rearing (Weaving & Gelfand, 2024). This fluidity allows for greater gender expression, creating space for queerness to flourish. It is no surprise, then, that "tight" societies with their strict social norms often respond to queer identities with disgust, while "loose" cultures are more likely to embrace gender and sexual fluidity.

This volume is more than an academic exploration; it is a call to action. It urges readers to critically reexamine the narratives that have shaped our understanding of gender and sexuality across history, culture, and media. Each chapter uncovers a piece of the puzzle, connecting ancient myths, modern media portrayals, and contemporary legal battles to reveal a multifaceted journey of LGBT+ identities – one marked by struggle, resilience, and progress. Yet, as far as we have come, the journey is far from over. It is up to us as readers, scholars, activists, and allies to continue challenging restrictive norms, amplifying marginalized voices, and fostering a world where all expressions of gender and sexuality are seen, valued, and celebrated. Let this volume inspire not only reflection but also action, as we move toward a more inclusive and equitable future for all.

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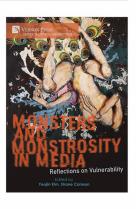
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