

Wikanda Promkhuntong, PhD

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HIGHER EDUCATION

- 2012-2016 *PhD in Film Studies* - Aberystwyth University, Wales UK
2010-11 *MA (Distinction): Film Studies* - Aberystwyth University, Wales UK
2004-08 *BA (Hons): English and Communication Arts* - Chulalongkorn University, Thailand

RESEARCH INTERESTS

My research engages with transnational East Asian cinema and different forms of film cultures. A significant part of my work explores the discourses around and practices of screen industry agents, from artists/auteurs/stars to cinephiles/fans, and how they navigate the changing conditions that shaped their lives and practices over time. Since being based in Thailand, my research also explores film cultures in relation to fan tourism, different forms of cinematic mobilities, and historical film receptions. The pandemic also led to a trajectory of work towards screen labour, solidary writings, industry collectives, and production cultures in the global South. With the Research Institute for Languages and Cultures of Asia, I co-founded the Aesthetics and Sociology of Culture Research cluster, which seeks interdisciplinary research collaborations within and outside Thailand.

PUBLICATIONS

Edited-collection

- In development *Contemporary Thai Cinema: New Movements and Social Change*, under contract with Edinburgh University Press. Co-edited with Assoc.Prof. Mary Ainslie

Monograph

- 2023 *Authorship in Contemporary Transmedia Cultures: The Paratextual Lives of Asian Auteurs*. Transmedia Series. Amsterdam University Press

Peer-reviewed journal article and book chapters

- (Forthcoming) ‘Precarious lives of Thai creative labours during COVID-19: A dialogue with film and screen policies and precarity framework’, in Meyer, M. (ed.) *Covid Precarity: Precariousness in Thai Society in Times of Pandemic*, Bangkok: Khlet Thai. [publication in Thai]
- (Forthcoming) ‘Thai creative labour solidarity, (post)-pandemic precarity & directions of production studies in the global South’, *International Journal of Cultural Studies*.
- Under review ‘Dubbing, collecting and cinephilic storytelling: Intermedia memories of Hong Kong films in Thailand and the changing Sino-Thai relations, in Bernards, B. and Gonzaga, E. (eds.) *Inter-Asia Intermediality* [co-authored with Supawan Supaneedis]

- 2022 “‘Runaway’ foreign film productions from a global South perspective: Film workers’ memories and site-specific traces from Thailand’, *Transnational Screens*, 13(03), pp. 218 - 233.
- 2021 ‘Fan pilgrimage and Thai genre films: Play, space, and the search for vernacular cultural sites, *Culture, Theory and Critique*, 62(3), pp. 249-265.
- 2020 ‘Film authorship in digital paratexts and aesthetic alliances from below, in Chapakdee, T. et al. (eds.) *Exploring Aesthetic Dimensions in the Humanities*, Bangkok: Siam, pp. 233-256.
- 2019 ‘Pilgrimage to a memory hole: Towards an affective study of fan tourism in Asia via Angkor Wat and Wong Kar-wai’s *In the Mood for Love*’, *Plaridel: Journal of Communication, Media, and Society*, 16(2), pp. 23-40.
- 2019 ‘Art, identity and otherness: Early observations on the Hybrid conditions in Thai contemporary visual arts of Melayu Muslim artists in Thai Southern border provinces, in Kadchumsang, J. (ed.) *Society: The Society of Sociology and Anthropology Volume*. Bangkok: SAC Press, pp. 103-130. [publication in Thai, co-authored with Jittipong Tasai]
- 2019 ‘Buddhist monks, constitutive censorship and a consideration for film industry development, in Prasannam, N. (ed.) *The Arts Intergration Industry: Literature, Screen Culture, and the Journey Across Media*, Bangkok: Amarin, pp. 269-286. [publication in Thai, co-authored with Chanon Labhnatipakorn]
- 2018 “‘Why So Wong’”: Transnational Asian cinema through the lens of cinephiles and transmedia fans. In Magnan-Park, A., Marchetti, G. and Tan, S.-K. (eds.) *The Palgrave Handbook of Asian Cinema*. London: Palgrave Macmillan, pp. 427–449.
- 2015 ‘Cinephiles, music fans and film auteur(s): Transcultural taste cultures surrounding mashups of Wong Kar-wai’s movies on YouTube’, *Participations: Journal of Audience & Reception Studies*, 12(2), pp 255-274.
- 2014 ‘Wong Kar-wai: “Cultural hybrid”, celebrity endorsement and star-auteur branding, *Celebrity Studies*, 5(3), pp. 348-353.

Book review

- 2019 Review of ‘Chinese Stardom in Participatory Cyberculture’, by Dorothy Wai Sim Lau. In *Journal of Transformative Works and Cultures*, 30(2019). <https://doi.org/10.3983/twc.2019.1809>.
- 2019 Review of ‘Taiwan Cinema: International Reception and Social Change’ edited by Kuei-fen Chiu, Ming-yeh T. Rawnsley and Gary Rawnsley. In *International Journal of Taiwan Studies*, 2(1). <https://doi.org/10.1163/24688800-00201011>.
- 2016 Review of ‘East Asian Film Stars’ edited by Leung Wing-Fai and Andy Willis. In *Journal of Celebrity Studies*, 7(4), pp. 615-618. <https://doi.org/10.1080/19392397.2016.1234169>
- 2015 Review of ‘Popular Culture Co-Productions and Collaborations in East and Southeast Asia’, edited by Nissim Otmazgin and Eyal Ben-Ari. In *East Asian Journal of Popular Culture*, vol. 1 no. 1, 2015.

Film review, director biography, featured content

- 2022 Global fandom jamboree by henryjenkins.org. Available at:
<http://henryjenkins.org/blog/2021/9/8/global-fandom-wikanda-promkhuntong-thailand>
- 2018 Reviews of *Red Bike Story* (1997), *Fun Bar Karaoke* (1997), *sixtynin9* (1999), *Citizen Dog* (2004), *Wonderful Town* (2007), *Hi-So* (2010), *36* (2012), *In April the Following Year*, *There Was a Fire* (2012), *Mary Is Happy, Mary is Happy* (2013). In *Thai Cinema: The Complete Guide*, Mary J. Ainslie and Katarzyna Ancuta (eds.), London; New York: I.B. Tauris, pp. 71-73, 77-78, 78-80, 86-88, 224-225, 229-231, 231-232, 232-234, 237-238. ISBN-10: 1788311418
- 2018 Apichatpong Weerasethakul's Biography. In *Thai Cinema: The Complete Guide*, Mary J. Ainslie and Katarzyna Ancuta (eds.), London; New York: I.B. Tauris, pp. 20-23.
- 2015 Aditya Assarat's Biography. In *Hi-So* DVD, UK edition, released by Day for night*.
- 2015 Nawapol Thamrongrattanarit's Biography in *36* and *Mary is Happy, Mary is Happy* DVD boxset, UK edition, released by Day for night.

CONFERENCE & WORKSHOP PRESENTATIONS (SELECTED)

- 2024 'Thai creative labour solidarity, (post)-pandemic precarity & directions of production studies in the global South', Association for Asian Studies (AAS-in-Asia), Gadjah Mada University.
- 'Runaway' Foreign Film Productions from a Global South Perspective, CinEcoSA (Cinéma, Economie & Sociétés Anglophones - Cinema, Economy in English-Speaking Countries) Digital Seminar on Transcultural Production Studies (Season 3 2023-2024)
- 'Screen labour precarity and potentiality in (post)-pandemic Thailand', *The Many Faces and Spaces of Precarity in the Moving Image, Cinematic Precarity Network Conference*, Oxford Brookes University and University of Exeter.
- 2022 'Intermedia memories of Hong Kong films in Thailand: An observation on cultural mediators and generational changes', *Inter-Asia Intermediality: A Two-Part International Workshop*, University of Southern California, and The Chinese University of Hong Kong (CUHK)
- 2021 '(En)countering colonial nostalgia through film fan tourism', *Decolonizing Language, Literary, and Cultural Studies Symposium*, Chiang Mai University
- 2019 Organized a panel titled 'Multiple perspectives on film locations and fan tourism in Asia' and co-presented a paper on 'Southeast Asian film trail: Past colonial legacy and present fan tourism', *Asian Cinema Studies Society Conference*, Singapore. [funded by the Newton Mobility Grant research project]
- 2018 'Playful encounters with film locations: Observations from the context of Thailand', *Playful Encounters: Interdisciplinary Engagements with Play, Creativity, Entertainment, and Fun*, University of Nottingham Ningbo, China
- 2018 'The pursuit of ASEAN cinema: Approaching Southeast Asian cinema through the lens of transnational cinema and the journeys of filmmakers, stars and cinephiles', *Thai Film Studies Conference*, The Thai Film Archive, Bangkok

- 2017 'The poetics of Asian cinemas through the poetic renditions of transnational cinephiles', *The 12th Asian Cinema Studies Society Conference: The Poetics of Asian Cinemas*, Lancaster University, UK
- 2016 'Negotiating regional geopolitics through global taste cultures: Apichatpong Weerasethakul in the International Film Festival Rotterdam archive', *The Association of Southeast Asian Studies in the United Kingdom*, SOAS, London
- 2015 'The home video distribution history and the making of a South Korean cult auteur', *Film and History: The Korean Example Conference*, SOAS, London
- 2014 'Fandom meets Hong Kong director at transcultural juncture: User-generated YouTube content on Wong Kar-wai', *Fan Studies Network Symposium*, Regent's University, London

RESEARCH GRANTS AND AWARDS

- 2024-27 Leverhulme Trust under the project 'This Woman's Screen Work?: Creativity, Care and Gender in Asian Film' in collaboration with Prof. Kate Taylor-Jones (University of Sheffield) as PI and Prof. Shiyu Louisa Wei (City University of Hong Kong) as CI2.
- 2023-24 Strategic fund (PMU 17 N33 managed by National Research Council of Thailand) under the umbrella project 'Queer(ing), Soft Power, Labor, and Translation: Lifting the Curtain on "Y" as National/Transnational Creative Industries' Sub-project entitled *Creative Labour: A Study of Production Cultures of Thai Y Series and Relations within Screen Industries for Long-term Development*
- 2021-23 Thailand Humanities Forum Grant by the National Research Council of Thailand under the umbrella project 'Pandemic without Frontier: The Changing Landscape of Contemporary Thai Society' Sub-project no. 6 *Multiple Mobilities and Thai Film Industry and Culture in the Time of Covid-19*
- 2018-21 Thailand Research Fund Grant for Early-career Lecturer *Cinephile/Fan Pilgrimage in Thailand: Exploring Cultural Dimensions in Transnational Fan Arts and User-Generated Content*
- 2018-19 British Academy's Newton Mobility Grant *Fan Tourism and the Southeast Asian Film Trails: Archive and Participatory Cultures within and beyond Colonial Nostalgia*
- 2018 Mahidol University Multicultural ASEAN Grant for International Publication
- 2017 Travel grant for the Poetics of East Asian Cinema conference by Mahidol University
- 2016 Creative Opportunities Fund by the Institute of Literature, Language and Creative Arts, Aberystwyth University for presenting research output at the Association of Southeast Asian Studies in the United Kingdom (ASEASUK) Conference, SOAS, London
- 2015 Travel grant for the Film and History: The South Korean Example conference by SOAS and Korean Cultural Centre UK
- 2012-15 Aberystwyth University Doctoral Career Development Scholarship: Fully funded 3-year overseas tuition fees for top international research proposal, subsistence allowance and travel fund

TEACHING EXPERIENCE

- 2017-present **Lecturer** – Mahidol University, Bangkok Thailand (MA Cultural Studies Programme)
- Preparing and delivering seminars and marking essays for the following modules:
Transnational Film Cultures in Asian Contexts (LCCS558)
Principle Concepts in Cultural Studies (LCCS510, LCCU510)
Critical Theories in Cultural Studies (LCCS516)
Digital Media, Participatory Cultures and Creative Industries (LCCS584)
Border and Cross-border Cultures in Globalization Southeast Asia (LCCS552)
Popular Culture (LCCS553)
Seminar on Contemporary Social and Cultural Issues (LCCS513)
Independent Studies I (LCCS600)
 - Designing a new MA Cultural Studies programme with collaborative teaching
Supervising MA students on areas related to area studies/cultural studies in connection with film, visual arts and transmedia cultures in Asia
 - Undertaking administrative tasks associated with the MA programme including organising a public academic forum, writing publicity materials, assisting with new students' enquiries, preparing entrance exam.
 - Member of RILCA students' affairs committee (2019)
 - Leader and member of research cluster: Aesthetics and Cultural Sociology: With the focus on Film, Media, Translated Literature and Cross-border Cultures (2019 onwards)
- 2018-23 **Guest Lecturer**
- Thammasat University (MA in Anthropology) Module: AN630 Material Culture and Materiality: Anthropological Approaches with the focus on rethinking film authorship in relation to co-creation and creative assemblages
 - Nida, Bangkok (PhD. Language and Communication - International Programme) Module: Seminar in Language and Communication (PLA 8000) with the focus on film/media and cultural studies
 - Kasetsart University, Bangkok (B.A. Integrated Tourism Management - International Program) Module: Visual Culture and Life (01373102) with the focus on tourism and visual cultures
 - Chulalongkorn University, Bangkok, Faculty of Arts (B.A. in Language and Culture – International Program) Module: Selected Study in Cultural Studies: Popular Culture (2200303) with the focus on Fan Cultures/Film Fan Tourism
 - Chulalongkorn University, Bangkok, Faculty of Communication Arts (B.A in Communication Studies) with the focus on film stardom and different types of research on film cultures and (PhD in Communication Arts 2800711) with the focus on audience & reception studies
 - Thammasat University, Bangkok, College of Innovation (M.A. and B.A. in Management of Cultural Heritage and Creative Industries) M.A. Module: Integrated Creative Industries Management (HIM650) with the focus on Film Fan Tourism: The (dis)connections between tourism and creative industries & B.A. Module: Film

Industry, Globalization & Identities (HIM337) with the focus on ‘the field of cultural production’ within film and screen industries and different forms of labour

- Thammasat University, Bangkok, Pridi Banomyong International College (B.A. in Indian Studies) Module: DS429 Selected Topics in Language, Culture, Arts and Literature with the focus on India-Thailand cinema connections
- Thammasat University, Bangkok, Faculty of Liberal Arts (B.A. in International Studies ASEAN-China International Program) Module: IAC337 Exploring Modern China Through Films (Sec 066411) with the focus on transnational Hong Kong cinema

2012-16 **Part-time Teacher** - Aberystwyth University, Wales UK (BA Film Studies programme)

- Preparing and delivering seminars and marking essays for the following modules:
Studying Film (FM10120)
British Cinema (FM11020)
Film Authorship (FM32920)
- Guest lecturing on East Asian Horror cinema for *Film Genre* (FM20920)

ACADEMIC SERVICES AND PUBLIC ENGAGEMENT

EDITORIAL AND REVIEW PANEL

2024	Editorial board for Anthem Impact in Asian Media, Cinema and Communications book series
2023	Editorial board for <i>Popular Communication</i> , Taylor & Francis
2023	A reviewer for <i>Transnational Screens</i> , <i>Profesional de la información</i> and Liverpool University Press’s Film Studies book series
2022-23	A project reader for Program Management Unit: PMU-B in the areas of film and creative industries
2021-23	Editorial board for <i>Language and Culture</i> , Research Institute for Languages and Cultures of Asia, Mahidol University
2022	A reviewer for <i>Visual Anthropology</i> and <i>Thammasat Journal</i>
2020	A project reader for Thailand Research Fund grant on intermediality in the Thai and Southeast Asia context
2020	A reviewer for <i>Participations: International Journal of Audience Research</i>
2018	A reviewer for <i>Journal of Integrated Sciences</i> by Thammasat University
2017-18	A reviewer for <i>Language and Culture</i> , Journal by the Research Institute for Languages and Cultures of Asia, Mahidol University
2017-18	A co-editor of a special issue on ‘Fan Cultures and Cinephilia in Asian Transmedia Contexts’ for <i>Plaridel: Journal of Communication, Media, and Society</i>
2017	A reviewer for <i>Plaridel: A Philippine Journal of Communication, Media, and Society</i>
2016	A second reviewer for <i>East Asian Journal of Popular Culture</i>
2016	An editorial assistant for <i>Taiwan Cinema: International Reception and Social Change</i> , by Kuei-fen Chiu, Ming-yeh T. Rawnsley and Gary Rawnsley (eds.) published by Routledge.

EXTERNAL EXAMINER

2023-24	MA in Southeast Asian Studies, Chulalongkorn University, Thailand PhD in Discourse Studies, National Institute of Development Administration, Thailand
2022	School of Communication Arts, Sukhothai Thammathirat Open University, Thailand
2020-24	Faculty of Communication Arts, Chulalongkorn University, Thailand
2019-20	Southeast Asian Studies, Chulalongkorn University, Thailand
2018	College of Innovation, Thammasat University, Thailand
2018	Faculty of Humanities, Chiang Mai University, Thailand

JURY MEMBER

2023	A committee member to nominate the Silpathorn Award in the category of film & moving images. Office of Contemporary Art and Culture, Ministry of Culture of Thailand.
2020-24	A jury member to select archived films to be listed as part of the annual national heritage films by the Thai Film Archive
2018	A jury member in the documentary section for the Thai Short Film and Video Festival

INVITED SPEAKER [SELECTED]

2023	A panelist for a pedagogical seminar as part of Association for Cultural Studies Summer School, Tourism, Mobilities and Decolonization. National Yang Ming Chiao Tung University, Taiwan.
2023	A panelist for ‘Workshop on Policies and measures for Film Industry Development in Viet Nam and South East Asia’ by the Embassy of Denmark, Viet Nam Film Development Promotion Association in coordination with UNESCO Hanoi Office
2023	A panelist for the roundtable discussion on ‘Migratory Labors of Southeast Asian Cinema’ co-presented by the Department of Asian and Middle Eastern Studies at the University of Minnesota and the Southeast Asia Seminar Series at the Asian Institute, Munk School of Global Affairs & Public Policy, University of Toronto.
2022	A panelist for a seminar ‘Fan Culture beyond Cinema’ as part of the Bali Makarya Film Festival, Bali, Indonesia with Dr. Bertha Chin (Swinburn University Sarawak Campus, Malaysia) and Dr. Ekky Imanjaya (Binus University, Indonesia)
2022	A discussant for a post-screening event ‘Entering and Leaving the Movie Theatre: Films by Ho Rui An’ at Bangkok CityCity Gallery
2021	A co-discussant for the roundtable discussion on ‘Current Ecology of Film Culture in Thailand: Production Landscapes, Screening Spaces, Participatory Cultures’ by the Thai Film Archive and Association for Southeast Asian Cinemas
2021	A public lecture on Wong Kar-wai and transcultural cultural memories as part of the 4K retrospective screening of <i>In the Mood for Love</i> at the Thai Film Archive
2020	A co-discussant for the UNESCO and Thai Film Archive seminar on the future of seminar with the focus on perceptions towards cinema in the cultural context

- 2020 A public talk on Thai film star and star studies in relation to fan tourism at the Thai Film Archive
- 2020 A public talk on Wong Kar-wai transmedia film culture as part of the retrospective screenings of the director's work in Thailand by Sahamongkol Film
- 2019 A co-discussant on Thailand through cinematic lenses at Thai Film Archive
- 2018 A public lecture on the reputation making of East Asian filmmakers in the context of Europe and America at Research Institute for Languages and Cultures of Asia
- 2016 A seminar on East Asian directors and auteur reputation via online platform for staff and students at the Film Academy, Kazakhstan National Academy of Arts

CONFERENCE/PUBLIC FORUM/FILM SCREENING/WORKSHOP ORGANIZATION [SELECTED]

- 2023 Organizing a film screening and public discussion on screen labour during COVID-19 at Research Institute for Languages & Cultures of Asia
- 2022 Co-organizing a workshop 'Revisiting Tourism Culture' with Assoc.Prof. Sirijit Sunanta
- 2022 Co-organizing a ScreenWorlds online screening programme & a livestream conversation with Chulayarnnon Siriphol 'Re/enacting History & Decolonizing Genteel Romance in Thailand & Asia' in partnership with Prof. Natthanai Prasannam (Research & Creation Unit; Department of Literature, Faculty of Humanities, Kasetsart University), SOAS, University of Sheffield, The Jim Thompson Art Center and Bangkok CityCity Gallery
- 2019-23 Organizing a series of talks and film screening in relation to postcolonial studies in Southeast Asia and area studies. These include a film location industry roundtable and workshops on landscape in visual arts and cinema as part of a research cluster 'Aesthetics and Sociology of Culture' www.rilcaestheticsandculture.org
- 2017-18 Research Institute for Languages and Cultures of Asia monthly Cultural studies Postgraduate Meet-up [in collaboration with Assoc.Prof. Narong Ardsmiti]
