

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 the subject of border-crossing and East Asian cinema. These include works on East Asian auteurs in the global transmedia context in relation to film festival, distribution and film fans, and another area of work on film fan tourism with the focus on Southeast Asian film locations, pilgrimage practices and socio-cultural implications (www.filmfantourism.org). I am also interested in the subjects of East Asian film stars and the connections between cinema and different art forms and media cultures. With Research Institute for Languages and Cultures of Asia, I co-founded the Aesthetics and Sociology of Culture Research cluster which seeks out interdisciplinary research collaborations within and outside Thailand.

PUBLICATIONS

Book

Publication in development with Amsterdam University Press, tentative title of the book: *Authorship in Contemporary Transmedia Cultures: Global Success of East Asian Auteurs*.

Peer-reviewed journal article and book chapters

Under revision ‘Fan pilgrimage and play: The mobility of selves and cultural spaces in relation to Thai cinema’, *Journal of Culture, Theory and Critique* [Taylor and Francis, Scopus Index]

2020 Film Authorship in Digital Paratexts and Aesthetic Alliances from Below. In Thanom Chapakdee et al. (eds.), *Exploring Aesthetic Dimensions in the Humanities*. Bangkok: Siam, pp. 233-256. ISBN 978-616-486-032-2 [publication in Thai]

2019 ‘Towards a Study of Cinephile Pilgrimage of Auteur Fans in Asia: An Observation on Angkor Wat and Wong Kar-wai’s *In the Mood for Love*’. *Plaridel: A Philippine Journal of Communication, Media, and Society*, 16(2), pp. 23-40. [Scopus Index]

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 *Society: The Society of Sociology and Anthropology Volume*, Jakkapan Kadchumsang (ed.). Bangkok: SAC Press. [publication in Thai, co-authored with Jittipong Tasai]

2019 ‘Buddhist Monks, Constitutive Censorship and a Consideration for Film Industry Development’ In *The Arts Intergration Industry: Literature, Screen Culture, and the Journey Across Media*, Natthanai Prasannam (ed.) 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 *The Palgrave Handbook of Asian Cinema* edited by Aaron Magnan-Park, Gina Marchetti and Tan See-Kam. London, Palgrave Macmillan, pp. 427–449. ISBN 978-1-349-95822-1
- 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. ISBN-10: 1788311418
- 2014 ‘Wong Kar-wai: ‘Cultural Hybrid’, Celebrity Endorsement and Star-auteur Branding’. *Celebrity Studies*, 5(3), pp. 348-353. [Scopus index]

Proceeding

- 2017 ‘Network Aesthetics of East Asian Auteurs: Cultural, Economic and Political Implications of Creative Cinephilic Citations’, *The 11th Thai Humanities Research Forum Proceeding: Exploring Aesthetic Dimensions in the Humanities, Vol. 2*, Tanom Chapackdee et al. (eds.), Bangkok: Meedee Graphic, pp. 442-455.

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

- 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 PRESENTATIONS (SELECTED)

- 2021 *(En)countering Colonial Nostalgia through Film Fan Tourism*, Decolonising 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* as part of the Newton Mobility Grant research project at Asian Cinema Studies Society Conference, Singapore
- 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 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
- 2017 *Movie, Travel and Self: Pilgrimage Journeys through the lens of Film and Media Studies* Thai Film Studies Conference, Thai Film Archive, Bangkok
- 2017 *Network Aesthetics of East Asian Auteurs: Cultural, Economic and Political Implications of Creative Cinephilic Citations* Thai Humanities Research Forum 2017 Exploring the Aesthetic Dimensions of Humanities, Srinakharinwirot University, Bangkok
- 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
- 2015 *Apichatpong and Auteur Persona through Film Festival Archive* Thai Film Studies Conference, Thai Film Archive, Bangkok
- 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
- 2013 *Wong Kar-Wai, Jazz and Reputation Making: Examining the 'Jazz Moments' in Wong's Films, Press Coverage and Fan-Generated Content* Jazz and Cinema Conference, Cardiff University, Wales, UK
- 2013 *Wong Kar-wai: Hybrid Chineseness and the Branding of the Star-Auteur* Chinese Film Forum UK Symposium, Confucius Institute in collaboration with the University of Manchester, UK

RESEARCH GRANTS AND AWARDS

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
2009	Thailand's representative for the British Council's Global Changemakers at the London Summit: Travel fund

TEACHING EXPERIENCE

2017-present	<p>Lecturer – Mahidol University, Bangkok Thailand (MA Cultural Studies Programme)</p> <ul style="list-style-type: none">● Preparing and delivering seminars and marking essays for the following modules: <i>Transnational Film Cultures in Asian Contexts</i> (LCCS558) <i>Digital Media, Participatory Cultures and Creative Industries</i> (LCCS584) <i>Border and Cross-border Cultures in Globalization Southeast Asia</i> (LCCS552) <i>Popular Culture</i> (LCCS553) <i>Seminar on Contemporary Social and Cultural Issues</i> (LCCS513) <i>Independent Studies I</i> (LCCS600) <i>Principle Concepts in Cultural Studies</i> (LCCS510)● 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)
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- 2018-21 **Guest Lecturer**
- 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 (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 and (B.A in Communication Studies) with the focus on film stardom and different types of research on film cultures
 - Thammasat University, Bangkok (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

- 2021 Editorial board for *Language and Culture*, Journal by the Research Institute for Languages and Cultures of Asia, Mahidol University
- 2020 A project reader for Thailand Research Fund grant on intermediality in the Thai and Southeast Asia context
- 2020 A reviewer for *Participations: International Journal of Audience Research*
- 2018 A reviewer for *Journal of Integrated Sciences* by Thammasat University
- 2017-18 A reviewer for *Language and Culture*, 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 *Plaridel: A Philippine Journal of Communication, Media, and Society*
- 2017 A reviewer for *Plaridel: A Philippine Journal of Communication, Media, and Society*
- 2016 A second reviewer for *East Asian Journal of Popular Culture*
- 2016 An editorial assistant for *Taiwan Cinema: International Reception and Social Change*, by Kuei-fen Chiu, Ming-yeh T. Rawnsley and Gary Rawnsley (eds.) published by Routledge.

EXTERNAL EXAMINER

- 2020-21 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

- 2020 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]

- 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 *In the Mood for Love* 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
- 2019 A co-discussant on slow cinema with Dr. Philippa Lovatt at Thai Film Archive
- 2018 A co-discussant on the transmedia authorship and works of Ai Wei Wei, Thammasat University
- 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
- 2015 A webina presentation at Aberystwyth University UK with Dr. Kate Egan as part of the Teaching and Learning Academy showcase. Paper title: ‘*Have You Done the Reading?*’: *Motivating Students by Foregrounding the Purposes and Potential Benefits of the Seminar Session*’

CONFERENCE/PUBLIC FORUM ORGANIZATION [SELECTED]

- 2019-21 Organizing a series of talks and film screening in relation to postcolonial studies in Southeast Asia, film location industry talk and 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 Dr. Narong Ardsmiti]
- 2017 Rainbow Bag, Red-White-Blue; Whose Bag Is It? The Dialectics of Belongingness, Cultural Identity and Fashion Production, Mahidol University [guest speaker, Dr. Wessie Ling, Northumbria University]