

Cambridge Elements[≡]

Elements in Language, Gender and Sexuality

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PRIDE IN ASIA

*Negotiating Ideologies, Localness,
and Alternative Futures*

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Pride in Asia

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Abstract: This Element provides a transregional overview of Pride in Asia, exploring the multifaceted nature of Pride in contemporary LGBTQIA+ events in Thailand, the Philippines, Taiwan, and Hong Kong. This collaborative research that combines individual studies draws on linguistic landscapes as an analytical and methodological approach.

Each section examines the different manifestations of Pride as a discourse and the affordances and limitations of this discourse in facilitating the social, political, and cultural projects of LGBTQIA+ people in Asia, illustrating both commonalities and specificities in Asian Pride movements. Analyzing a variety of materials such as protest signs, t-shirts, and media reports, each section illustrates how modes of semiosis, through practice, intersect notions of gender and sexuality with broader social and political formations. The authors thus emphasize the need to view Pride not as a uniform global phenomenon but as a dynamic, locally shaped expression of LGBTQIA+ solidarity.

This Element also has a video abstract: www.cambridge.org/ELGS_Rowlett

Keywords: LGBTQIA+, Pride, Asia, linguistic landscapes, discourse analysis.

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