

Contents

<i>List of Figures</i>	x
<i>List of Tables</i>	xi
<i>List of Contributors</i>	xii

PART I

Introduction

1

- 1 **Post-RuPaul's Drag Race: Queer Visibility, Online Discourse and Political Change in a Global Digital Sphere** 3
NIALL BRENNAN AND DAVID GUDLUNAS

PART II

Drag Visibility and Politics in Global Online Space 15

- 2 **Post-Drag Race, Post-Trans, Post-Pandemic Contestants: Affecting Political Realness in Social Media and (in Return to) Reality Television Space** 17
NIALL BRENNAN
- 3 **"Boys Wear Blue, Girls Wear Pink": Drag Queens, Fake News and Gender Controversies in a Conservative Brazil** 36
MAYKA CASTELLANO, DANIEL RIOS AND GABRIEL FERREIRINHO
- 4 **Pablo Vittar, the New Drag Sensation and Embodiment of Resistance in Digital Media Space** 51
PAULO PIRES PEPE

PART III

Drag Influencers, Advertising and Labor 63

- 5 All Those Glamazons We Subscribe to. Mapping a Network of Key Influencers Spreading the Art of Drag on YouTube 65

LARA KOBILKE

- 6 Drag Dollars: Making Room for Queens in Advertising 89

JUAN MUNDEL, SAMANTHA CLOSE AND NIKI SASIELA

- 7 It Is a Drag: The Televisual Exploitation of Labor in *RuPaul's Drag Race* 113

MAXIME-REZA MEHRAN

- 8 Werq the YouTube: Changing Collective Practices in the Brazilian Drag Scene 126

LUCAS BRAGANÇA AND DOUGLAS OSTRUCA

PART IV

Drag Remix, Translation and Online Fandom 141

- 9 Giving Face (Shields): The Recirculation and Rearticulation of *Drag Race* in a Global Pandemic 143

DAVID GUDELUNAS

- 10 Reading Is Fundamental: Ru-Capturing Narrative and *Drag Race* Herstory Through Remixed Episodes, Fan Dialogue and Hypercamp Culture 152

KYLE LIVIE AND SAM ROBINSON

- 11 Do You Speak Drag? An Analysis of *RuPaul's Drag Race* Jargon Translated and Subtitled by Brazilian Fans 168

JAIRO SARFATI AND IGOR DOS SANTOS

PART V

Drag by Global Extension(s) 187

- 12 The Exploration of Liminal Identities Through Drag in Online Space 189

CHELSEA DAGGETT

<p>13 Mr Gay Namibia: Publicity Maven, Social-Justice Defender and Former Altar Boy</p>	<p>206</p>
<p>TAMMY RAE MATTHEWS</p>	
<p>14 The Shumang Lila Performers of Manipur and the Pursuit of the Perfect</p>	<p>222</p>
<p>SUZANIA BRAHMACHARIMAYUM AND BARRY KING</p>	
<p><i>Index</i></p>	<p>237</p>