Title: How the epidemic of fandom has increased significantly and its effect on the socialization process of the individual.

CHAPTER# 01:

The earliest known print usage of the term 'fandom' comes from an 1896 Washington Post sports column describing 'local fandom'. All the actions require reactions from the audience for acceptance. Without feedbacks, any art or literature aesthetic cannot exist. The notions of acceptance and love for particular subject created the need for the community who accepts, acknowledges and cherishes it. Fan study is very fragile. It is deeply influenced by the people around them in society or culture. The reaction part of fandoms is essential for the meaningful developments in fandoms. Fans are likely to get perished without the existence of objects that idealize and love them. The time and energy that they devote to objects are like oxygen for fandoms. Fandom is, precisely, a community of fans that are either offline or covert (College n.d.). The early 20th century witnessed the rise of this phenomenon when science fiction was dominated by males. Most of the books and short stories idealized specific males in society that greatly influenced the culture and socialization. They inculcated specific norms and psychological conditioning in people and young generation. Women also started building female-oriented fandoms that revolved around sci-fi and genre television. The community of fans engages in very complex relationships. The battleground that fans engage at sprung up around specific things as well as within the community itself. The understanding of the term 'fan' is full of nuances. There are so many cultural and linguistic barriers that shape and mold the core of this social phenomenon. People are highly influenced by the process of socialization that incorporates such fanatical and mysterious fandoms. Fandom word also reflects the connotations

of "fanatic" that shows religious enthusiasm or obsessive engagement with a particular idea (Khairy, A Study of Celebrity Worship 2009). History of fandom as a social and cultural phenomenon is difficult to trace. Some researchers show that ancient Greek invented this social concept in the form of storytelling. It used to cater to the needs of social agents or audiences (SAWDON 2018). Fandom is also associated with a folk culture that shared myths in society. It has been an integral phenomenon of all the aesthetic practices that the celebration of particular art or literature was considered good if it overwhelmed the audience. Seventeenth-century showed some new developments in the term fandom. Fan implied the emotional attachment to a particular subject. Some historical terms like 'connoisseur ' were also considered as an alternate form of fandom for high art audiences (Gibson 2008). Today, the fan is often the person who is actively engaged and affected by some popular culture.

The fan culture started from the beginning of time. Strong people were regarded as superior. They were idealized by the fans. Many subjects like actors, sportsman, artists, etc. fall under the category of fandoms that created fan culture (Lamerichs 2018). The Obsession that was propagated by this culture is very essential studies for social scientists. There are many theories that actually discuss the question of extreme attachments with celebrities. 'American dream theory' is one of them. It states that the dream of every American is changing with time. People had different standards for enjoying their lives initially. Average home and working family was the ultimate source of happiness for average Americans. This notion of simple life changed with time. Now, every American dream about plastic surgeries, mansions, and designer children. The needs of the average person in present-day have changed a lot. Now everyone craves for the life that is filled with luxuries. People strive day and night to achieve new standards of life that are constructed by celebrities and their idols. People spend half of their life in chasing such standards

and remaining half of their life is spent on watching the lives of people who are living their dreams. This dream has made people obsessed with those celebrities and people they worship (Grohol 2018). Humans as a social animal are sociologically programmed to follow leaders. They are prone to look at alpha males or females. Precisely, people tend to need heroes in their miserable and complicated lives for idealization. They obsess continually about living their lives. Our psychology works in mysterious ways. We get addicted to obsessive thoughts. This addiction keeps us updated with celebrity's life (Romano, 2016).

This study about possible negative effects of fandom culture on people's behavior has become very important due to the strange connection between addiction and fandom culture (Randy A. Sansone 2014). People who are more obsessed with celebrities and their luxurious lifestyles tend to focus more on the celebrity's life and ignore their own. The obsessive fascination with imaginary life rather than their real lives is prone to addiction. This addictive behavior is a real danger (Khairy, A Study of Celebrity Worship 2009). This study is also important because the obsessive love or emotions for a celebrity creates anxiety, depression and other severe mental problems. They distract the individual from his life. He focuses more on the celebrity's life. One category of such fans develops a strong inter-personal attitude towards the idol. It creates serious troubles and neuroticism. Such people tend to develop certain disorders like anxiety, stress and mood swings (Griffiths 2013). Worshipers model their lives on their ideal personalities. The depth of impression is very lethal for fans. Hence it is very essential to analyze and study the consequences of fandom culture along with its merits for effective formulation of state policies about media studies.

Chapter #2

Today, science fiction and fantasy genres are very prevalent in our society. They control our

subconscious minds. The community of their fans is often considered subculture of society due

to its widespread acceptance. Troye Sivan is the famous name of industry that encourages the

young people of society to open up about their lives. He has bluntly opened up about the issues

that LGBTQ community face. He influenced his fan community amazingly by talking about

internalized homophobia that gay community encounter in our society. Many people with this

identity continue to face stereotypical views of society due to this identity. The fan community

has shown some positive feelings about homeless LGBTQ community after Sivan's obsession

with this community. Sivan's work with Condom Company is also impressing. The fan

community is influenced by the information that he spread about HIV and AIDS. His emphasis

on LGBTQ's representation in his music has created a sense of acceptance and love for different

people with unique identities (Papa 2018). The misconception that fandom culture negatively

affects the community is partially misleading and false in the case of Sivan's work. He has

positively influenced the fan community to develop a certain level of sympathy for unique

identities. One direction is another prominent example of a subculture which has great

acceptance in western communities. Although, it has shown the ugly sides of the fan community

by showing their obsession with trending ugly hashtag on social media sites it has shown some

of the positive development in society also. Girls who used to hide their emotions and suppressed

their desires are now changing in the company of one direction fan community. They are

expressing their love and passion for their interests without the fear of being judged. The fan

community of one direction has been cruel and abusive to the people who, they thought, were not

revering their idols. Recently, few fans of one direction have threatened the band after Zayn Malik quit the band. Fans encouraged the community on Twitter for self-harm as a response to his acquittal. Intimidating hashtags involving suicide threats were circulated during his acquittal. On the contrary, one direction fans also positively contributed by gathering charities assisted by one direction band members. They are proving parochial claims about negative impacts of fandom false. Some of the Directioners are maligning the entire fan community (Ewart 2015). Many findings also show that Justin Bieber's' fandom also revel aggressive and bullying behaviors. The closer attention is needed to watchdog the interactions of the fan community. Many trolls of Bieber's fandom ignited exchange of insults. Calling names and making derogatory remarks have been a common phenomenon in Bieber's fan community. Socialization is the interaction of all the members in the community. It is severely influenced by such behaviors and flame wars. It not only affects the members who are directly involved in cyber-bullying but also the community at large. Neutral people who don't take part in the battle of insults play a very dynamic role in cyber-bullying. We all have a responsibility to encourage and promote positive interactions online that stop bullying and hurtful behaviors of community members (Marcello 2016). Few members ruin the essence of the fan community that has many positive benefits on the other hand.

Harry Potter is another famous Western fandom due to its conglomerated characters like fantasy, pulp fiction, horror, mystery, sports, and romance. It has very deep cultural impacts on the youth's minds. Youths are in a constant journey of exposing themselves to different experiences. The central theme of the series revolved around the battle between good and evil (combating against powerful dark wizard) and adventurous romance. It also normalizes sensational material that children will not be allowed to read otherwise. Many boys were interviewed. They

responded that this series has improved their reading skills. It taught children that if it comes to literature, age is nothing but a number (Constance Grady 2018). Lord of rings gave an imaginary world that existed in the past while Harry Potter created the world that wasn't far past. It dragged the fans out of their real world. Some studies suggest that reading books like Harry Potter or Lord of the rings make people more tolerant. Harry Potter, particularly, helped the young generation in improving its attitude towards stigmatized groups like immigrants, gays, and refugees. The opposing identities, prejudices, and conflicts that Harry confronted are real parallels to our society. The social hierarchies and prejudices that Harry Potter portrayed are prevalent in our world today. Series like Lord of rings and Harry Potter inculcated the notions of tolerance towards stigmatized groups of society by understanding their problems from their point of views. Kids who studied Harry Potter showed improved behaviors towards immigrants than those who didn't. Harry Potter will be considered one of the greatest cultural events of the time. It helped the kids by inculcating in them basic moral values about right and wrong. The series like Lord of the Rings and Harry Potter also emphasize the need for acceptance and political tolerance (Gooch 2008). They spread the notions of being less authoritarian and cynical. Both of these series somehow teaches us to oppose violence and torture and show more political efficacy (Rudraraju 2017). Similarly, Sherlock Holmes is a major contributor in the age of modernity. It gives the ideas for the use of the scientific method in the investigation of crimes. Modern police force uses many of the techniques that were presented by this marvelous series. The forensic science considers Sherlock Holmes as its father. Sherlock Holmes uses deductive methods based on educated inferences to understand crimes. It defined scientific connotations and internet culture with deductive reasoning. Although, this series may bring some consciousness of crimes

in the fan community, positive cultural and intellectual influence of Sherlock Holmes can't be overlooked.

The game of thrones is another blockbuster series that is worth discussing here. It shows constant quest for power and influence on its rivals even by crushing their dominance through coercion. It has negatively influenced the youth by inculcating in them the notions of violence and coercion for one's self-interest. Throughout the series, the traditional streams of revenge instigate wild drives of the young population whose brain is still in the phases of development. Game of thrones also depicts male chauvinism and the suppression of women. It largely influenced the myth pertaining to gender equality. The fan community is highly influenced by the authoritative nature of the series. The huge number of fan community shows that most of the western people share the same interests. They have common ideals. Fans were emotionally involved with the subject of violence and power presented by series. The toxic fandom is a major theme that fans absorb from this series in the form of hating other people from different tribes like Dothraki. Yet, the notions of justice portrayed at the end are very impressive. It depicts the need for equality and a fair selection of leaders for the betterment of the entire community or the kingdom at large. Most of the characters who were cruel in nature had a defining and meaningful end. This has affected the cognitive development of the fans who were idealizing power with coercive means. This series has some drawbacks in cultural perspectives but the real nature of this world can not be underestimated. It is cruel, coercive and full of negativities. Positive social and cultural lessons presented by this series are very meaningful and thought-provoking for the coming generations. Hence the positive developments promoted by these western fandoms partially overweight their demerits.

Chapter#03

Eastern culture is also exhausted in fandoms. Anime is closer to eastern culture. Fan community of anime is prone to many cultural flaws. Anime shows little respect for reality. When anime is made about the historical theme the people showed to behave in a way which is quite contemporary. This is quite contrasting with Western media, where Viking people behavior is not in line with modern etiquettes. Anime's appeal to teenagers is also based on its bookish nature. The talk that is usually experienced in anime is filled with references to scientific and philosophical ideas. Thus, anime makes nerds feel at home who are usually ridiculed in western media. The theme of a rebellious teenager who fights with his parents all the time falls quite uncomfortable on the conformist cultural contexts of the east. Therefore, anime provides a substitute where the audience learns that it is fine to tie with one's mom's appearance. Anime is a very edgy hobby. It is a hobby that is enjoyed by a few. Therefore, when people find someone who shares that hobby they stick to her knowing that finding such a friend would be difficult.

The relationship that anime demonstrates between parents and siblings is very much based on authority and conformity (Pilar Lacasa 2016). This helps to get connected with anime material. The concept of gender they demonstrate is also very interesting. The girls they show in anime get shy very easily. This is far from western movies where girls don't shy. It depicts more traditional and primitive norms. The themes are also very fantastic. Western themes revolve around sci-fi only. The relationship with the state is also a bit fascinating in anime. In western movies like

Spiderman, the state plays an inferior role. Largely, superheroes compensate for the weaknesses of the state. Police do nothing in spider man or batman but in anime, the state is very active and superheroes always work under its jurisdiction. They never really overpower state. For example, keera of 'death note' was vigilantly sought by state and in the end. It was defeated by the state-backed detective. Hie in 'darker than black' was also for work of an organization of psychics but later he realized that this organization is a proxy of the state as well. Jin in 'Samurai Champloo' also got its toughest opponent by state backed samurai. This is far different than the western media where stats are either passive or dysfunctional or corrupt. And individuals have to take initiative to compensate for its weakness. Anime is very imaginative. It appeals to emotions, feelings, and imagination which don't fit well with society at large. For example, the childish imaginations that people should suppress their emotions to appear mature and grown-up. Anime let that suppressed side integrate well. Hence, people feel happy as they come in term with themselves. Fandom culture of anime has a lot of positive influences on the account of emotions and human behaviors. Although anime pushes people away from reality, its imaginative cultural and social contexts cannot be overlooked. It will not be an overstatement to say that anime fandom is beneficial.

K-pop is very essential for a deep understanding of fandom culture. K-pop fandom is considered to be very self-directed. It is stirred by a group of people of different age, ethnicity, nationality, and race whose core interests often differ from each other. However, the formation of K-pop fandom is very autonomous from the industry that creates it. It is very different from Western fandom movements. The fandom of K-pop isn't essentially about the music but also revolves around the fans themselves. The conglomeration of international and national fans of K-pop makes the nature of fandom very intrigued. The understanding of particular local culture

becomes crucial for k-pop fandom and it impacts on particular local norms and attitudes. Hence the cultural context and the area where fandom is located are important for understanding the influence of K-pop. There are some occasions where state intervened and maintained that admiration for an idol is a beautiful trait but blind Faith would be a disaster for the generation. The chaotic scene that fans of K-pop created at the airport were disastrous in nature hence the intervention of state was necessary for the protection of norms that fan community deteriorated (tharp42 2012). The fans often tried to meet their favorite oppas and unnies by shedding tears. This portrays extreme emotional involvement with K-pop fandom that can influence the general attitude and cultural norms of society. Other social problems like a violation of traffic laws in the wake of chasing their favorite idols were also noticed in Korea. Kissing the idols seat and certain fanatical mysterious acts are joyous for fans of K-pop fandom (stories 2017). The community of K-pop fans reacted in rage when the state intervened and tried to educate the youth by including such concerns in school exams. K-pop culture gives the membership of Fanclub to the people who show a certain level of enthusiasm towards the idol. K-pop has become a source of pleasure for Vietnamese people. They cognitively filter other pleasure-seeking activities and prefer K-pop. (Phuong n.d.). Fanatical responses of youth, invasion of local music markets, cultural imperialism are some of the major concerns that impinge on the need for reconsidering fandom culture. Yet, this k-pop fandom encourages acceptance among its community whose members belong to different tribes and races. There are several other sources of entertainment but their cultural experiences are dominated by K-pop. Nevertheless, K-pop has fulfilled the needs of youths by providing the opportunities of meeting with their idols, bringing diversity in their taste and style, fulfilling their sound and entertainment demands and providing an opportunity to the

local musicians for learning from the diverse exposure of K-pop fandoms. It makes the fan

community culturally and socially richer.

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