PROPOSITIONS ACCOMPANYING THE DISSERTATION FANDOM ON DISPLAY

1. Even though entertainment may provide the original motivation for membership of fan clubs dedicated to the Tamil movie star Rajinikanth, once inside the fan club, politics become part and parcel of the fans’ routine expectations.

2. In demonstrating their fandom, fan club members vacillate between showing off their dedication and justifying it by doing social work.

3. Paradoxically, fans are willing to dedicate their life to a film star, but if their expectations are not fulfilled, they may switch fan allegiance to another star just as easily.

4. Political support by fan club members is not based on charismatic leadership or community ties alone but it is informed by the members’ own individual ambitions.

5. Celebrated persons are more alive in images than in real life itself.

6. Visual culture does not reflect social life; it is vitally part of it.

7. The more generic and iconic images become, the more they are appropriated and personalized by their users.

8. Politics cannot be singled out as a separate sphere; rather, the political is part of every aspect of social life and is therefore also explicitly a part of entertainment.

9. To study something called ‘fandom’ one needs to navigate between the notion of the fan and the many divergent and individual voices of those who call themselves fans.

10. Rajinikanth will never start up a political party.