

Cosplay and the media loop: media and body as mutual supplements

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Media, be it technical like video or conventional like comics, expand and supplement senses of the human body. Cosplay is the representation of the human imagination originally inspired by visual or audiovisual products. In that sense, the activity of cosplay or characterization of a beloved fictional persona is a way of audiovisual reconstruction. The cosplay is then a supplement of the audiovisual or visual product, produced by comics, television series or films.

Through media it is possible to increase the range of the human senses. For example, when we see news of a distant place or when we hear again something on the radio. But we can also explore experiences like memory and imagination with pictures and cartoons.

Those medial protheses supplement the human body as the human body in cosplay supplement the product created on comics, films or TV series. Cosplay can be understood as a way of complementing previous works.

The activity of cosplay allows the interaction and redraws boundaries between consumers and producers. The internet as a democratic space of exchange helps in this development.

In conclusion there is a loop in which fans or consumers of an audiovisual product create a new media, which is cosplay, thus becoming new actors in the medial landscape. This interaction transforms the hierarchy between fan and critic and creates a particular space of audiovisual imaginary.

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Kurzbiografie

Emelyn Yábar was born in 1988 in Lima, Peru. She finished her Bachelor of Arts in Media Arts and Studies at the Pontificia Universidad Católica del Perú. She currently studies her master in Medienwissenschaft and Romanistik Spanisch at Ruhr-Universität Bochum. She is the founder of the journalistic project "Gato Cosplay" in Latin America and a cosplayer herself. Since 2013 she lives in Bochum and has participated different artistic projects.