

## **Celebrity News: an Oxymoron?**

**Organization Committee:**  
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**with Valerie Gorin, Magali Dubey and Zelda Crottaz**  
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## Programme

### Wednesday 15.09.10

18h30-20h	Opening Lecture <i>Persona Studies: mapping the proliferation of the public self</i>	P. David Marshall, Deakin University (AUS)
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### Thursday 16.09.10

8h30-9h	Reception / Registration / Coffee	
9h-9h45	Welcome / Celebrity News	Annik Dubied, University of Geneva (CH)
	<b>Panel 1: Theories in Celebrity News</b>	
9h45-10h	Introduction to the panel	<b>P. David Marshall</b> , Deakin University (AUS)
10h-10h30	<i>The representation of celebrities in Flemish newspapers: a content analysis (1998-2007)</i>	Olivier Driessens, Ghent University (B)
10h30-11h	"This is not how cancer looks": Public understandings of celebrity and risk in the news	Daniel Ashton and Rebecca Feasey, Bath Spa University (UK)
11h-11h30	<i>Celebrity gossip as "talk of the town". The celebrity as object – and subject – of social network community discourse</i>	Ursula Ganz-Blättler, University of Fribourg (CH)
11h30-12h	<i>Mixing up with Stars that Matter? Elites and 'Celebrities' in Comparative Perspective</i>	Jean-Pascal Daloz, CNRS (F) and Oxford University (UK)
12h-14h	Lunch	
	<b>Panel 2: Comparative Studies in Celebrity News</b>	
14h-15h	<i>The Moral Order of Celebrity Sightings</i>	<b>Kerry Ferris</b> , Northern Illinois University (USA)
15h-15h30	<i>Love in Hollywood: a Framing Analysis of Celebrity News and Audience Reactions</i>	Nathalie Claessens and Hilde Van den Bulck, University of Antwerp (B)
15h30-16h	<i>Presentation Forms of Scandals in Celebrity News Shows: an International Comparison between USA, Russia and Switzerland</i>	Sarah Brander, Roy Bula, Elena Gustova, Nick Lüthi, Katharina Hemmer, University of Zurich (CH) and Thomas Hanitzsch, University of Munich (D)
16h-16h30	Coffee break	
16h30-17h	<i>Celebrity News and Stars Figures. A thematic content analysis of the European French-speaking press</i>	Valérie Gorin, Annik Dubied, Magali Dubey and Zeldia Crottaz, University of Geneva (CH)
17h-17h30	<i>Who's news? A comparative content analysis of celebrities in TV news magazines</i>	Nicole Brunold, Christina Fixle, Angelika Hergesell, Piotr Kren, Katharina Hemmer, University of Zurich (CH) and Thomas Hanitzsch, University of Munich (D)
18h	Aperitif	

### Friday 17.09.10

	<b>Panel 3: News Production in Celebrity News</b>	
8h30-9h30	<i>Celebrity Journalism: Paradox and Social Complexity</i>	<b>Martin Conboy</b> , University of Sheffield (UK)
9h30-10h	<i>Paparazzi and journalism: Critical perspectives</i>	Kim McNamara, University of Western Sydney (AUS)
10h-10h30	Coffee break	
10h30-11h	"I've hurt so many people, and so many people I have to make an amends to": <i>Celebrity and accountability – Discursive analysis of Tiger Wood's media news interviews</i>	Rahul Sambaraju, Chris Mc Vittie, Queen Margaret University (UK), and Andy McKinlay, The University of Edinburgh (UK)
11h-11h30	<i>The Pope and the Vatican in the contemporary media landscape</i>	Donald McNeill, University of Western Sydney (AUS)
11h30-12h	<i>Development Issues and World Relations through a Pair of Prada Sunglasses: Framing Analysis of Celebrity Philanthropy Documentaries</i>	Hilde Van den Bulck, Nathalie Claessens and Koen Panis, University of Antwerp (B)
12h-13h30	Lunch	
	<b>Panel 4: Figures and Charisma in Celebrity News</b>	
13h30-14h30	<i>Is Celebrity Politics a Threat to Democracy?</i>	<b>Jamil Dakhli</b> , University of Nancy 2 and CREM - CNRS (F)
14h30-15h	<i>And the top-models became celebrities: women and public experience in the 1990's</i>	Ligia Campos C. Lana, University of Minas Gerais (BR) and EHESS (F)
15h-15h30	"Immortal" news in celebrity newspapers: <i>What if, above and below the celebrity news, there is never the event?</i>	Eva-Marie Goepfert, Université Lumière Lyon II (F)
15h30-16h	Coffee-break	
16h-16h30	<i>Female celebrities in Portuguese women's and men's lifestyle magazines</i>	Ana Jorge, New University of Lisbon (P)
16h30-17h	<i>Sports Celebrities in the Media: News Coverage of Roger Federer in Swiss Daily Newspapers</i>	Daniel Beck, University of Fribourg (CH)
17h-17h30	<i>Categorization Of Celebrity Typologies</i>	Peri Di Secli and Katharina Hemmer, University of Zurich (CH)
17h30-18h	Closing remarks	

## Opening Lecture

### « *Persona Studies: mapping the proliferation of the public self* »

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Celebrity has developed into a particularly powerful and pervasive trope for contemporary culture. It works at organising what we perceive as significant and this is made evident through its permeation of what constitutes news. Similarly, celebrity has been well documented in terms of its capacity to shape our entertainment: stardom is at least one of the cultural economies in which our stories and fictions are selected/read and recreated in popular culture.

But are there limits to this structuring of the public world? This lecture argues for the development of *persona studies* where research on the celebrity is a subset of a wider study of how the self and public intersect and produce versions and identities that in some way continue to support the wider demands of our work economies. Individuals are encouraged, invoked, and seduced into more elaborate constructions of public presentation through our new forms of presentational media; more pointedly what is becoming increasingly evident is that work is increasingly organised into a continuous performance of the self as portfolios and project based work replaces the continuity of employment and the grouping of work into organisational representations such as class, unions or professional associations. The individual is drawn into a performativity that operates as a continuous marketing of the self's value. The presentations of value migrate between leisure and work life in interesting ways sometimes seamlessly and sometimes quite unintentionally where social media and intercommunication permits the overlapping and layering of identity.

The parameters of *persona studies* are necessarily wide because the area of inquiry requires an understanding of the formation of identity and how that is articulated in a public way. It also investigates how affect clusters are formed in micro-publics as much as they have been cultivated by celebrities in popular culture. *Persona studies* is as much about the publicity of the person as it is about the formation of collectives around the particular persona. The lecture concludes with a call for collaborative work in *persona studies* and identifies where and to what effect the migration and proliferation of the public persona has structured different dimensions of contemporary life and culture.

**Keywords:** *Persona Studies*; Public Self; Individual; Identity

## **Panel 1: Theories in Celebrity News**

### **Keynote and Chair: P. David Marshall**

« Introduction to the panel »

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- (with Frances Bonner and Graeme Turner), *Fame Games: Production of Celebrity in Australia*, Melbourne: Cambridge University Press, Sydney/London, 2000
- *Celebrity and Power: Fame in Contemporary Culture*, University of Minnesota Press, Minneapolis/London, 1997
- ...

**« The representation of celebrities in Flemish newspapers:  
A content analysis (1998-2007) »**

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Although some cultural critics still contest it, others argue that celebrities play a significant socio-cultural role as they potentially function as role models and building blocks for identities, signal cultural shifts, and initiate or influence public debate. A useful starting point for analyzing this presumed socio-cultural role is their representation in (news) media outlets (Hermes, 2006). This can give us insight not only into the degree of celebrities' cultural pervasiveness, but also into the way they are portrayed, by analyzing the topics, imagery, private- or publicness, occupational field(s), etc.

While previous research has predominantly focused on the representation of celebrities in gossip magazines and tabloids, this study analyses celebrities in four Flemish (Belgian) newspapers (1998-2007). Two popular and two 'quality' newspapers have been selected, in which two composite weeks for the years 1998, 2001, 2004 and 2007 have been studied through a quantitative content analysis (N=1557). Celebrity is operationalized not strictly as people from entertainment or sports, but includes politicians, religious leaders, CEO's and the like, who can be said to be subject to the "representational regime of celebrity" (Turner, 2010).

Still, most celebrities obviously belong to entertainment and sports and our data echo the cultural imperialism thesis as Angloamerican celebrities are the dominant non-domestic celebrities, followed by 'Famous Flemings'. Most news articles primarily deal with the private lives of celebrities, whereas 40% focuses on their professional lives, 7% on events and only 4% on social and/or political involvement. These results imply that celebrities enter the public sphere primarily implicitly through stories on their everyday practices which may engender debate on norms and values. However, we should be cautious not to overestimate celebrity news' importance as it is often concise and reserved for gossip columns or the culture section.

**Keywords:** Celebrity; Public sphere; News; Content analysis

**« "This is not how cancer looks":  
Public understandings of celebrity and risk in the news »**

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The news coverage of Jade Goody's battle with cancer during 2009 was seen as providing valuable visibility of the disease and prompting a number of young women to evaluate their own health and seek relevant tests. Set against other accounts of celebrity illness, such as Magic Johnson and AIDS (Brown and Basil, 1995), this paper suggests that an awareness of a disease is inextricably linked to an awareness of a particular celebrity.

For a number of commentators from the fields of Health Communication, celebrity disclosure of illness can focus public attention and effect change. The increase of cervical cancer screenings following the diagnosis of Jade Goody has been identified in this way. Whilst attentive to the statistical and anecdotal evidence highlighting public influence and action, this paper seeks to explore a wider range of responses to the 'Jade Effect' with reference to literature on celebrity, audience reception, and the news media.

Drawing on focus group research with female magazine readers, this paper explores the complexities and tensions in how the 'public' can engage with media coverage. This research highlights the importance of differentiating media coverage, such as magazines, newspapers, documentary, books (see Henderson and Kitzinger, 1999) and examining existing and emerging understandings of Jade as a celebrity. In this respect, the coverage that Jade brings to cancer as a disease cannot be widely assumed and the extant approaches to her and the cultural politics of celebrity should not be understated (see also Couldry and Markham, 2007 on political engagement). Specifically, participants questioned the Public Relations aspects of Jade's battle with cancer in terms of the involvement of publicists and the revenue-generating activities of documenting the illness. Similarly, participants questioned the extent to which Jade as a celebrity was the focus of coverage compared to disease. In closing, these specific insights will be used to consider how the figure of the celebrity is constructed, positioned and encountered in news media.

**Keywords:** Jade Goody; Cancer; Celebrity; Public relations

« **Celebrity gossip as "talk of the town".****The celebrity as object - and subject - of social network community discourse »**

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In order to understand the remarkable importance celebrity news have attained in mass media over the last decade, it is necessary to look at social changes as well as media changes. For once social structures have become much more mobile and fluid in terms of individual obligations and assignments: While traditional family ties and kinship bonds weaken, new forms of social networks and communities are about to evolve beyond traditional territorial boundaries. Electronic media allow such globalised networks to form and respective communities to articulate themselves - with celebrity culture providing essential "fuel" for the formation of groups and common ground for debate.

This paper argues that within increasingly segmented societies popular media personalities (... that are known for being well-known, to say it with a famous quip by Daniel Boorstin) become surrogate family members on various functional levels. On a macro level they can be said to move within "parafamiliar" networks of their own, in terms of a stratified "higher" society model with far-reaching (economic as well as political and cultural) implications. On a meso level they provide a sustainable food chain for an ailing mass media industry that increasingly depends on human interest stories as text - and the respective discourse: gossip. On a micro level, finally, individual celebrities serve as personalised (para-)friends, partners, or relatives that are (... or: seem to be) attainable beyond their media appearance within commercial social networks, community-oriented blogs and message boards. It is here where "authenticity" becomes a highly disputed core value, or currency - with television's reality shows arguably the place where yesterday's, today's and tomorrow's celebrities are made / unmade, and circulated further.

In my paper I define celebrities (*Prominente* in German) as media persons that (a) display household names and feature familiar faces and can thus be (b) easily recognised by widely dispersed, large numbers of readers, listeners and viewers. This working definition allows me to distinguish the celebrity from the common person (... that is in general lesser known) on the one hand and from the "star" (... whose shine necessarily entails the reflection of some kind of "work") on the other. It is the celebrity's particular familiarity as well as the lack of purpose, exactly, that allows me to assign celebrity circuits with the forms of complex, extended (media) kinship described earlier on.

**Keywords:** Celebrity culture; Media person; Stardom; Common people; Gossip network; Social network; Internet forum; Message board

« **Mixing up with Stars that Matter?****Elites and "Celebrities" in Comparative Perspective »**

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Within my work on the comparative study of elite distinction, apart from the study of external and embodied signs of superiority, I also consider what can be called (following Thorstein Veblen's *Theory of the Leisure Class*) 'vicarious display.' This refers to how categories standing at the apex of societies use their entourages to call attention to their own distinction. The performance of close others is relevant to the self-definition of upper groups in different ways. They may increase the prestige of the latter because they relieve them of certain tasks; because they put their talent at the disposal of these elites; or by virtue of their own status or impressiveness. In this respect, I notably explore whether or not flaunting connections with all sorts of celebrities contributes to social distinction. C. Wright Mills emphasised that American society 'makes a fetish of competition (...). It does not seem to matter what the man is the very best at; so long as he has won out in competition over all others, he is celebrated.' (*The Power Elite*, 1956, p. 74). However, this is less true in some countries which regard certain activities deemed 'trivial' as illegitimate. Actors and actresses, pop music stars or sports celebrities often have a lower class background (which may foster feelings of identification for large sectors of society); furthermore, they commonly attract the attention of the media as a result of 'scandals.' For 'established' elites, the question arises as to whether being seen with such celebrities - whatever the talent they may deploy - is liable to damage their reputation or foster their image. Using illustrations from societies of the past as well as contemporary ones, and taking several types of elites into consideration, my aim is to propose some comparative reflections on this issue - in relation with the question of socio-political change, and that of the increasing visibility of certain sectors through the media.

**Keywords:** Elites; Distinction; Social closure; Vicarious display; Comparative perspectives

## **Panel 2: Comparative Studies in Celebrity News**

**Keynote and Chair: Kerry O. Ferris**

« The Moral Order of Celebrity Sightings »

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- "The Sociology of Celebrity", *Sociology Compass*, Volume 1, Number 1, Fall 2007, pp. 371–384
- "Seeing and Being Seen: The Moral Order of Celebrity Sightings", *Journal of Contemporary Ethnography*, Volume 33, Number 3, June 2004, pp. 236-264
- "Transmitting Ideals: Constructing Self and Moral Discourse on *Loveline*", *Symbolic Interaction*, Volume 27, Number 2, Spring 2004, pp. 247-266
- ...

**« Love in Hollywood:  
A Framing Analysis of Celebrity News and Audience Reactions »**

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In the soap opera of celebrity life, news coverage of love and sexual relations is the icing on the celebrity gossip cake. As a most private affair, it is believed to reveal the true nature behind a celebrity's constructed image. Yet, relationship stories are concerned with more than an individual celebrity's love antics. Research points to the role of celebrity news in moral and social debates among audience members and society at large. Behind celebrity (love) stories are moral, ethical and social discourses about what is considered acceptable / objectionable and how it varies according to gender, ethnicity, age and sexual preference. How are marriage and divorce portrayed? Is adultery discussed differently for men and women? Which newly formed love relationships are supported and why (not)? Are relationships between people of mixed ethnicities considered problematic? And, are heterosexual relationships still the prevailing norm against which homosexual love is judged? In sum, the representation of love and sex relationships in celebrity news stories illustrates underlying discourses that can evoke public debate about social and moral issues.

By means of a framing analysis of celebrity love stories and audience reactions in a sample (six artificially composed weeks throughout 2010) of two Flemish, two British and two American online gossip media, this paper wants to analyse how these stories provide a ground for moral and social discussions. A quantitative comparison of the amount and nature (positive/negative, successful/unsuccessful relationships) of love stories according to celebrities' gender, age, ethnicity, sexual preference and marital status provides a background for a qualitatively in-depth analysis (What is the good news/What is the problem? Who is responsible? What is the moral evaluation hereof? How can it be condoned/encouraged/rectified?). This will enable us to identify and understand frames used by the media to present a love story, and by the audience to decode and discuss the news about celebrities' love relationships. Comparing media and audience frames can provide a better understanding of the power of media frames. The frames found in the online reactions will also clarify the audience's interpretations and visions of love in contemporary Western society, hereby comparing the American, British and Flemish public.

**Keywords:** Celebrity News; Love relationship; Framing analysis; Moral issue

**« Presentation Forms of Scandals in Celebrity News Shows:  
An International Comparison between USA, Russia and Switzerland »**

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This paper tries to answer the following research question: which presentation forms can be found in scandal reports in celebrity news shows in the USA, Switzerland and Russia? The presentation of celebrities is analyzed in form and content. As the presentation of celebrities is supposed to be influenced by the culture of the country as well as its media system an international comparison has been chosen as the basis for the research. The comparison is based on the model of four different types of institutionalization forms of states by Jarren/Meier who assume that a country's media largely depend on its political system (Jarren/Meier 2002: 101 ff.). Based on their model three different institutionalized states have been chosen: the United States of America as a liberal system, Switzerland as a democratic system and Russia as an authoritarian East European transformation country. Based on the qualitative comparison of the celebrity news formats following patterns have been discovered: journalism conception, temporal orientation, linguistic expression, the importance of celebrity, target group and narrative structure. The discovered patterns in the reporting style have confirmed that there are significant differences in the three celebrity news formats. *Russkije Sensazii* is calmly arranged and is characterized by a multi-sided presentation of the conflict. The Russian celebrity show has a "reporting-like" style and a linguistic imagery with a strong cultural reference. The Swiss show *Glanz und Gloria* is dominated by a neutral, factual reporting as well as an intense interplay between image, text and music. The hosts of the program tend to use gentle judgment of the celebrities' actions if ever. Typical for the American show *TMZ* is a fast, dynamic, satirical reporting style. The usage of slang and disrespectful handling of the stars are other characteristic features of this news format. The discovered differences are based on the cultural characteristics of the USA, Switzerland and Russia and largely depend on the structure of the country's media and its journalistic traditions. The presentation patterns are characteristic of celebrity news formats. The question if these patterns can be also found in other news formats like such as sports- political programs may be an interesting research field for the future.

**Keywords:** Celebrity; Television; News magazines; International comparison

« **Celebrity News and Stars Figures. A thematic content analysis of the European French-speaking press** »

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This paper is based on the results of a 5 years long study investigating the manifestation and extent of celebrity in French-speaking European press and its comparison to a few Anglo-American titles (Swiss National Science Foundation project n°PP00P1 124806). It is founded on an empirical approach, based upon a classical thematic *content analysis* on more than 5000 articles, including newspapers, newsmagazines, women press, men press, television press and celebrity news magazines. By categorising the main topics in these media discourses, we are able to identify the central themes of celebrity news, to analyze their distribution, to study the values embodied by stars and, therefore, to question cultural changes influenced by media.

Several differences are induced with the comparison between the French-speaking and English-speaking press, most of them related to the definition of news and the stars figures. Firstly, they seem to consecrate the star as an ordinary person instead of an "Olympian", mainly represented in trivial concerns such as laziness and leisure times, thus reactivating the "ideology of happiness" of French sociologist Edgar Morin (1962). However, this carefree life may somehow be interrupted by a brutal scandal that interferes with the star perfect image, thus appealing to a "meltdown" or the "fall of the Olympian" that is being syncretic in media discourses through moral judgements on excesses and corrupted models of behaving. Secondly, these differences also question the construction of the "star" figure as a symbol and how it works as a mean of identification/projection for the publics, in large broadcasted media productions (Dyer, 1979). These productions also favour stars' representations as "idols of consumption" (Lowenthal, 1961) in sections promoting luxury goods and well-being advices, thus reinforcing the thin limits between marketing and editing.

We explore these topics and conclude by measuring the extent of celebrity news in different types of press, an analysis that allows us to show how celebrity news can and must be studied as a genre within which some of the most essential questions regarding contemporary media are asked. It also underlines some differences in celebrity contents from French-speaking to English-speaking press, which has to be linked to cultural Western values of promoting the Public Self. More than ever, news and entertainment are entangled, therefore emphasizing the confusing and changing limits of journalistic practices.

**Keywords:** Celebrity news; Content analysis; Stars; Marketing; Editing; Journalistic practices

« **Who's news?**  
**A comparative content analysis of celebrities in TV news magazines** »

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International comparative has focused on traditional television news coverage. Celebrity news has, despite its rapid expansion into television contents and the important role celebrities play in modern society, attracted relatively scant attention. The presentation intends to close this gap by reporting results from a quantitative content analysis that was carried out as part of a research class of BA students at the University of Zurich. The study examined the structure of celebrity news coverage in television formats from Germany, Switzerland, Great Britain, and the United States.

To summarize the studies' results: Empirical evidence points to some similarities but also significant differences in the investigated countries with respect to the coverage of national and international celebrities. Domestic celebrities dominated the news in Switzerland, Great Britain and the U.S., while German news programs seem to (slightly) favor international celebrities. Not surprisingly, celebrities from the U.S. take up more than half of the international coverage in all analyzed countries. This holds true even for Switzerland, where British celebrities ranked second, outnumbering their counterparts from the "next-door giant neighbor", Germany.

In contrast, domesticated news couldn't be found in the expected extend other than in Great Britain. It was least developed in Germany underlining again the formats tendency to gear towards abroad. The other countries showed a slight tendency towards reports about international celebrities with a connection to the broadcasting country but it wasn't ascendant.

On the basis of this research not all established hypotheses could be answered but, none the less, this shows, that this research raised important and interesting questions for future studies and it can be used to identify problems that the new field of research comes with. For example the missing specific theoretical basis which can be best answered with a multidimensional research frame and a big team of researchers.

**Keywords:** Celebrity; Television; News magazines; International comparison

### **Panel 3: News Production in Celebrity News**

#### **Keynote and Chair: Martin Conboy**

« Celebrity News Production and Popular Press »

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« **Paparazzi and journalism: Critical perspectives** »

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The growing importance of the paparazzi industry is closely linked to the rise of tabloid journalism and entertainment news. The paper examines the role of paparazzi images within journalistic practice and news production, also looking at the idea of the paparazzi photographer as a new type of journalist. Drawing on insights from journalism theory (Papacharissi 2009, Zelizer 2009, Niblock and Machin 2006), it uses a range of examples to demonstrate how images are used in both entertainment and serious news stories, and how images and text are used to bolster tabloid narratives. It examines aspects of the developmental history of tabloid journalism in relation to photography and news production, especially in terms of celebrity news. As an extension of this development, the Internet has become a significant player in news and in particular, celebrity media. It has broadened and 'elasticized' access to, and flows of, celebrity images as different media outlets – on-line, television, newspaper and magazines - cross-feed paparazzi pictures, editing them to meet their own requirements (Marshall 2007). Here, the paper looks at the ways in which these images can be digitally altered, and what this means for objectivity and veracity in story agendas. This evolving method of celebrity news reporting includes the publication of up-to-the-minute images, which drive celebrity e-news agendas and values, often dictated by audiences. The paper also analyses the practice of 'citizen paparazzi', and the democratisation of picture gathering through the use of technologies such as mobile phones and standard digital cameras, and looks at how this has vastly expanded coverage of both major news events and celebrity sightings (Flew 2008, Walker Rettberg 2008, Bruns 2008).

**Keywords:** Paparazzi; Journalism; Celebrity; News

« **"I've hurt so many people and so many people I have to make an amends to": Celebrity and accountability – Discursive analysis of Tiger Woods' media news interviews** »

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Media news interviews have been of interest to social psychologists as particular forms of social practice. In particular, the specific forms of talk employed by the interviewer and the interviewee and the specific actions that are an outcome of employing such talk have been extensively investigated (Heritage & Clayman, 2010). Another strand of work has focused on the forms of social actions that get accomplished within media news interviews, such as, those of constructing and managing identities (Abell & Stokoe, 2001), managing accountability (Sambaraju & Kirkwood, 2010) and others. Here, we present a detailed analysis of interviews with the golfer Tiger Woods conducted after his return to golf following his accident and subsequent withdrawal from golf in November 2009. The data, gathered from the World Wide Web, are published transcripts of media interviews with Tiger Woods conducted between February 2010 and April 2010. Although these data are bound to be exposed to editorial processes, they are public records and hence remain valid records of such talk. We here draw on the methodology of discourse analysis (McKinlay & McVittie, 2008), and analytical techniques of conversation analysis (Sacks, 1992) and interaction studies (Goffman, 1961) in analysing the ways in which participants, interviewer(s) and interviewee, orient to the interaction as a 'celebrity' news interview. In particular, our analysis shows that (a) particular interactional features of the interview make available particular positions for interviewer(s) and interviewee; (b) the 'celebrity' status of the interviewee is worked up by both participants to the interview; (c) issues of what count as 'public' affairs and 'private' affairs, for Tiger Woods, are negotiated within the interview and have consequences for the 'celebrity' status of Tiger Woods and (d) the ways in which Tiger Woods makes use of the interview as an interaction in 'managing' accountability for his own actions. To conclude, we argue for an analysis of interview-talk that takes into account the positions within the interaction that the participants take up, for these features are seen to have non-trivial consequences for the sorts of actions that get accomplished in media news interviews.

**Keywords:** Celebrity news interviews; Tiger Woods; Accountability; Interaction studies; Discourse analysis.

« *The Pope and the Vatican in the contemporary media landscape* »

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The Pope occupies a unique position within contemporary society, and is one of the most significant – and celebrated – cultural figures today. Carefully utilizing the territorial base of the Vatican as a centre for liturgical orthodoxy to rein in theological relativism, a succession of Popes have drawn upon charisma and myth to mobilize a mass Catholic base, through practices such as pilgrimage (eg. Logan 1998; McNeill 2003; Ronchey 1998). More recently, the Vatican has adopted both the television and internet as a means of communicating its message, raising questions of how the mediation of the Pope occurs, and how this is choreographed and publicized (Hepp and Krönert 2010). However, it has been suggested that the Vatican's media section remains completely inadequate for its current scale of operation and range of social and political questions that it must adopt a position on (Weigel 2009). Moreover, the current Papacy's hostility to 'theological relativism' has implications for how lay Catholics (many of whom use chatrooms to discuss moral and theological issues) interact with a Rome-based institution that many may never visit, in a physical sense. This paper discusses the position of the Papacy and the Vatican within contemporary media cultures, considering the varying forms of communicative practice that occur, and drawing attention to some key issues in how religious communication takes place through secular media formats. In particular, the paper addresses both the potential and limitations of celebrity theory in critically examining the mediatization of the Papacy.

**Keywords:** Religion; Vatican; Media event; Pilgrimage

« *Development Issues and World Relations through a Pair of Prada Sunglasses: Framing Analysis of Celebrity Philanthropy Documentaries* »

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Recently, shifts regarding news routines can be observed in which hard news is increasingly replaced by soft news and, when present, is often covered using a soft angle. This is where celebrities come in: through their high news value (~ personalisation) they are adequate soft angles to draw attention toward 'serious' topics. However, do these soft angles influence the news message? This paper provides a discursive framing analysis of a sample of documentaries dealing with third world issues by Flemish-Belgian and international celebrity philanthropists and activists in order to identify, first, how celebrities can (be used to) inform people about hard news topics such as the Third World and, second, which views on international relations, on development problems, on possible solutions and the role of celebrity philanthropists herein are presented in these documentaries.

Theoretically this paper is based, first, in celebrity studies analysing the position of celebrities in contemporary societies and the role of celebrity endorsers as moral and political guides for their fans and wider audiences. Second, the analysis is based in postcolonial studies. This theoretical position enables us to identify discourses regarding the power relationships between the West and 'the Rest'. Third, and related, our analysis is inspired by philanthropy studies. Philanthropy studies focus on how and why philanthropy actors provide private financial resources for the public good. Finally, it is based in news production studies.

To enable such a critical analysis, our paper works within a framing approach. Framing refers to a process whereby a frame determines which aspects of reality are selected, rejected, emphasized or modified in the production of a media text and, at the same time, provides the audience with a context and suggested meaning (Entman, 1993). In a media text (such as a celebrity documentary) this meta-communicative message can be detected, first, in various *framing devices* (word or image choice, metaphors, symbols, numerical data, stereotypes) and in *reasoning devices* that express the four main functions of a frame: it defines the problem, gives a causal interpretation, a moral evaluation and a treatment recommendation for the specific issue (Entman). Such framing approach seems well fit to enable the above-mentioned critical analysis of celebrity documentaries.

Data comprise of twelve documentary films with a celebrity as the 'author' in which views on perceived problems, suggested solutions and moral evaluation, including their views on world relationships and

the role of philanthropy are expressed both verbally and visually. To compare potentially different views with regards to (postcolonial and developmental) world relations and with regards to the role of philanthropy, we selected 6 celebrities from a liberal system (US and UK) with a long tradition in individual philanthropy and 6 from corporatist welfare states (Flanders/Netherlands) relatively alien to such individual philanthropic initiatives. We further selected celebrities with worldwide renown and those with more local fame, celebrities from the world of entertainment as well as other spheres of life and celebrities with a bigger or smaller track record as philanthropist and activist.

By means of a framing analysis, these personal celebrity testimonies are deconstructed to identify interpretations of global relations: do they bare witness of neo-liberal modernisation and cultural imperialist paradigms with regards to global inequality (The West vs The Rest), as many critics claim, or do they provide alternative views based on structural changes, self-reliance and a notion of developing countries as equal partners?

**Keywords:** Framing analysis; Celebrity Documentary; Philanthropy; Africa

## **Panel 4: Figures and Charisma in Celebrity News**

**Keynote and Chair: Jamil Dakhli**

« Is Celebrity Politics a Threat to Democracy? »

Maître de Conférence

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Author of:

- *Mythologie de la peoplisation*, Le Cavalier Bleu, Paris, 2010
- *Politique people*, Bréal, Paris, 2008
- "From the Olympians to the Ordinary Heroes: Stars in the French Popular Press" in: *Actes du Colloque "History Of Stardom Reconsidered"*, University of Turku, 2008, available online: <http://iipc.utu.fi/reconsidered/>
- ...

**« And the top-models became celebrities:  
Women and Public experience in the 1990's »**

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This work analyzes the emergence of female top-models in the media throughout the 1990's. Until that decade, the top-models were unknown. The public recognized the designer of the costumes – not specifically the model. In 1990, top-models became celebrities. Since then, their faces, names and biographies became well known by the public.

A brief revision of women's role on the public experience shows that it's secondary. The first notorious females were the writers of the 18<sup>th</sup> century. A few years later, in the early twentieth century, the women writers were still famous on the public space, side by side with the new rising stars of Hollywood. This second generation of women writers was related to the Hollywood star system, raising the public expectation about their private life and public performance. In the meantime, with the apogee of Hollywood in the 1920's, the female movie stars materialized a new kind of public women. The success of a film turned out to be conditioned by its star. However, for the first time, women gain a main role above men.

The first mannequins emerged in media at this time. Despite of a shy presence in the beginning, those fashion magazine photography appearances could already be compared to the performance of Hollywood stars. Nevertheless, the models became celebrities only in 1990's. Linda Evangelista, Cindy Crawford and Claudia Schiffer were pioneers: top-models with biographies and public recognition.

To understand this emergence, a case study about Brazilian top-model Gisele Bündchen is presented. Gisele Bündchen became known in 1998, a few years later than Kate Moss. Like Moss, her style mixed the old diva top-model type and an ordinary personality. Furthermore, Gisele Bündchen brought back the sensuality to fashion.

Gisele Bündchen's emergence could be synthesized as an organized event that produced one merit star. Her initial trajectory is described not like a fortune, but as a sum of planned actions. From 1998 to 2000, in Brazilian media, Gisele Bündchen was already a heroine – even when she was teenage girl. The media applauds her performance and is proud to show off the Brazilian archetype to the world.

**Keywords:** Female celebrity; Top-model; Public experience; Gisele Bündchen

**« "Immortal news" in celebrity newspapers:  
What if, above and below the celebrity news, there is never the event? »**

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In news in general, a strong link to factual accuracy and current events makes the news-worthiness. Celebrity news seems to erase this link in favor of personified narratives: Inside the heart, head and life of the celebrity rather than outside with facts and data. What if a particular kind of celebrity news, which denies the personification and the concern to current events, reveals the status of celebrity news?

According to an observation of 1395 French celebrity newspapers covers, we direct our attention to what we named "immortal news". If celebrity news describes an individualized action through the interests, desires and psychological attributes of a celebrity (Dubied 2009), immortal news doesn't fit this definition.

The first particularity, which gave it its name, challenges the link between journalistic coverage and time (Ruellan & Grevisse 1995). Immortal news is always and never connected to current events (Veilletet 2005). Indeed, this kind of news draws up a list of celebrities concerned by a selected topic. It is not about a person but about a collective. It can be general as "the stars" or restrictive as "the bimbos", "the stars' kids", etc. From there, we think that the collective treatment of a topic sets up a distinction between the celebrity and the reader, and, imposes on the reader a way of look, based on projection, consolation or imitation (Morin 1983). Four categorized topics ("body and looks", "love life and sexuality", "everyday and professional life", "television program" without being focused on one of the characters but staging all the candidates or actors) help us to think the incarnation of celebrity as what it is and what it does, as a person and as the embodiment of the celebrity. There, news' immortality questions the stars' immortality (Kantorowicz 1989).

Immortal news in celebrity newspapers, as a specific kind of celebrity news, helps pinpoint the key issues that emerge from this media genre and from celebrity news. The unconcern to current events in immortal news opens our reflection to celebrity news'. From collective to individualized coverage, celebrity news is constrained in its own place and time, denying the news-worthiness out of its confines. This leads us to think celebrity news' potential to consume and produce an event. What if, above and below the celebrity news, there is never the event?

**Keywords:** Immortal news; Current events; Celebrity newspapers; Journalistic coverage; Event

### « Female celebrities in Portuguese women's and men's lifestyle magazines »

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Within the scope of research project "The discursive representation of women in Portuguese women's and men's magazines", we analyse the representation of female celebrities and their contribution to the wider representation of women for female and male audiences. Lifestyle magazines have come to perform as a privileged instrument in celebrity culture, as secondary media that serve cultural industries promotion, but their level of sophistication often works as first level achievements.

The sample was composed by five editions, in 2008 and 2009, of six Portuguese women's (*Activa*, *Cosmopolitan*, *Máxima*) and men's magazines (*FHM*, *Maxmen*, *Men's Health*), according to sales peaks. After a quantitative analysis, based on a liberal feminism/post-feminism grid, on the articles mentioned on the covers, we conduct a critical discourse analysis on female celebrities' representation, paying attention to the ways in which public and private spheres (namely the articulation between the dimensions of career and family, relationships, sexuality, consumption) are articulated for Portuguese and foreign, younger and older, celebrities, and 'anonymous' women.

We conclude on the centrality of television celebrities, portrayed as closer to the reader, but also the confrontation between the private lives of cinema actresses and their characters. Secondly, female celebrities are featured more frequently and in more varied ways by women's magazines, inviting readers to consumption around body and lifestyle, and expressing an individualistic discourse of 'choice', discipline and lifestyle, where agency is exaggerated and career and financial autonomy are combined with traditionalist discourses. Men's magazines tend to objectify female celebrities, be it through discourse, making use of irony and truncating citations, be it through image, showing women as sexually available, in spite of or because of their professional successes.

**Keywords:** Women; Magazines; Celebrity; Lifestyle; Individualism

### « Sports Celebrities in the Media: News Coverage of Roger Federer in Swiss Daily Newspapers »

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The top 100 ranking of the richest and most powerful celebrities published by the US magazine Forbes in June 2010 lists 18 athletes. Tennis player Roger Federer, ranking 29<sup>th</sup>, is the only person from Switzerland on this list and can be considered as the best known Swiss celebrity worldwide. Sportsmen and sportswomen thus are an important category of celebrities. This contribution deals with the particularities of sports celebrities in comparison to other prominent people. As a case study, the results of quantitative and qualitative content analyses about the depiction of Roger Federer in Swiss daily newspapers (*Blick*, *Tages-Anzeiger*, *NZZ*) are presented.

Compared to other celebrities, athletes seem to be particularly "authentic" (Turner 2004: 19), since their fame is based on an easily measurable factor: success in competition. But notable examples such as football player David Beckham or former tennis player Anna Kournikova prove that the best-known and best-earning athletes are not always the most successful representatives of their sports. Factors such as the popularity of a sport and the ability to present oneself in interviews or advertisement campaigns also determine whether a successful sportsman becomes a media celebrity. Furthermore, athletes are considered as representatives of their countries and as role models, which makes it interesting for the media to verify if they can meet the expectations of the public both in sports and in private life. Finally, the serial character of sports coverage and the importance of emotions in sports facilitate the development of para-social relationship between athletes and public and thus the creation of fandom.

The case study about Roger Federer focuses on important events in his career such as notable successes and failures as well as on the depiction of his private life. Since Roger Federer has managed to keep a positive image as a serious, sociable and modest sportsman (e.g. *NZZ*, 26.7.2009), never provoked any scandals so far and never revealed much detail about his private life, his case is particularly interesting to examine how the media try to keep the coverage of a very successful athlete extensive and attractive. The quantitative analysis deals with the proportions and topics of news about sporting competition and private life, whereas the characterization of the athlete by the media and the depiction of his emotions are more deeply analyzed in an additional qualitative study.

**Keywords:** Sports celebrities; Content analysis; Swiss newspapers; Roger Federer

## « *Categorization Of Celebrity Typologies* »

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The basic idea of this research is to investigate the different categories of celebrities in the TV-boulevard magazines and to try and come up with a typology so as to win greater insight in this sparse research area. A qualitative content analysis was carried out through several celebrities' reports so as to achieve recurrent patterns in this field of research. We therefore, specifically focused upon the two boulevard magazines *Glanz & Gloria* on SF and *Exclusiv* on RTL, so as to do a sort of comparison between the Swiss and German transmitters.

Unfortunately, in this analysis we can only infer our deductions based upon the Swiss or German point of view, which might have some repercussions and deviations on the categorization process. These incidents, whether successful or disreputable, would as a consequence change the category of a celebrity and enforce that that celebrity cannot belong to a single type throughout his life.

Through the results we have obtained, we have tried to come up with a theory that revolves around the different types of celebrities. This encompassed three types, namely, „Successful National Hero“, „Successful International Red-Carpet Star“ and „Scandalous Attention Seeker“, which are further defined throughout the paper.

To this day, no one in the media community has dared to define the phenomenon of the term celebrity. The fact that celebrities in our societies are a significant factor can be empirically determined. The outcome of trying to define the term celebrity is that there is no distinct generic form of the concept; rather there are many different subtypes. We also look for certain patterns in the theories (Elite Theory, Heroes Theory, ABC-Celebs, Stars, Super-/Mega-/Giga-Stars, Celebrities / Professionals / Performer) on which the analysis is based.

The following insights are likely important to further reviews of the celebrity phenomenon: the analysis clearly states that it is not possible to line up or to build a hierarchy of celebrity typologies. The categories, however, can place their corporate value by which the highest Successful National Hero is unique because he or she acts as a role model and especially gives attention to successes. The Successful International Red-Carpet Star lines up in the centre, as he or she is successful, but not down- to-earth. At the end there is the Scandalous Attention Seeker, who is named as anti-role model because he or she applies to scandals and negative publicity. The second point concerns the allocation of assignment of a celebrity to a category. A celebrity cannot be clearly categorized but can be assigned

as different types. Thirdly, in an analysis of celebrities we have to pay attention to the audio and visual presentation. From this perspective it would be interesting, using print media to check our categorization or viewpoint of other nationalities to expand the research.

**Keywords:** Celebrity categories; Qualitative analysis; Patterns; Stardom; Celebrities

## General informations

- The opening lecture will be held in room MR060, Uni-Mail Building (see map below)
- The conference will be held in room MR160, Uni-Mail Building (see map below)
- Technical equipment available: the room is fit with a beamer for audiovisual presentations and a PC (with basic softwares such as Microsoft Power Point, Windows Media Player, etc.). Please contact us in advance if you have any special technical requirement for your presentation.
- Complimentary coffee-breaks for speakers will be available at Uni-Mail, 3<sup>rd</sup> Floor (see map below)
- Lunches will be borne by the speakers. The two NOVAE Restaurants in Uni-Mail (The "Marx Café" and the "Petit Oedipe", see map below) offer warm meals at a low price.
- The Aperitif for speakers and keynotes speakers is taking place at the restaurant Le Rallye, 95, bd. Carl-Vogt, just in front of the Uni-Mail building (see map below)
- The opening conference is public. To attend the rest of the conference, the people who are not presenting a paper are required to register by e-mail at the address: [celebrity-news@unige.ch](mailto:celebrity-news@unige.ch)
- A peer-reviewed publication of the best papers is planned; a Call for Papers will be sent to all speakers at the end of September 2010.
- For any further information, please check the website ([http://www.unige.ch/ses/socio/recherche-people/Colloque\\_en.html](http://www.unige.ch/ses/socio/recherche-people/Colloque_en.html)) or contact us:

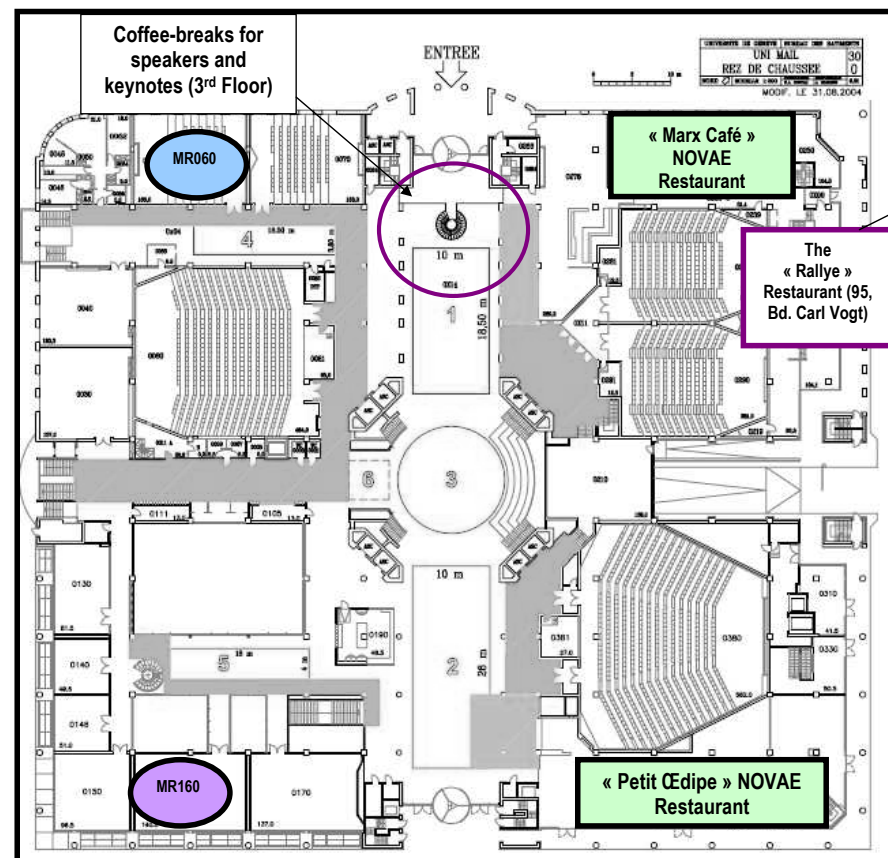
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