

201SOC-156B-1 : Sociology of Celebrity

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ATTENDANCE

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Hidden from students
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Info about assignments and course resources

Required course text (please get by March 9):

Joshua Gamson, *Claims to Fame: Celebrity in Contemporary America* ([Amazon](#)) ([UC Press](#))
 = CTF below

TA Office Hours

Sarah

Tuesdays, 12-1pm
 1pm

Women's Studies Research Center, Cubicle J, 515 South Street
 Room 111

Writing Center







Mondays & Wednesdays, 3-6pm

[Appointment Link](#)




Hannah

Mondays, 12-

Pearlman Hall,

-  [Celebrity Group Project class poll](#)
-  [Celebrity Group Project info](#)
-  [Celebrity Group Project Quiz](#)
-  [Group Project Groups, Nos. 1-15](#)
-  [Permission Form for Group Project](#)
-  [How to Set Up A Professional Instagram Account](#)

When creating an Instagram account for your project, you will need to switch it to a "professional account" in order to track your page views. Please follow these instructions to do so.

-  [Section Paper FAQs](#)
-  [Celebrity Group Project Presentations \(aka Sociology of Celebrity Oscars\) FAQs](#)
-  [Peer Grading FAQs](#)

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 - > Info about assignments and course resources
 - > Celeb Scoreboard
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 - > Midterm Essay stuff (Due Tuesday, Feb 25 @ midnight)
 - > Jan 13 - Course introduction
 - > Jan 15 - Everything I think I know about celebrity...
 - > Jan 16 - What is celebrity?
 - > Jan 20 - No class
 - > Jan 22 - Ingredients: media
 - > Jan 23 - Ingredients: status
 - > Jan 27 - The star image
 - > Jan 29 - The parasocial interaction
 - > Jan 30 - Celebrification/celebritization
 - > Feb 3 - Celebrity as icon
 - > Feb 5 - Celebrity as commodity
 - > Feb 6 - Celebrity as power
 - > Feb 10 - Celebrity as power, part II (& some r...
 - > Feb 12 - The social media interaction
 - > Feb 13 - Role modelling
 - > Feb 17 - No class
 - > Feb 19 - No class
 - > Feb 20 - No class
 - > Feb 24 - Being a celebrity: the case of Lady Gaga
 - > Feb 26 - Celebrification, or the experience of fame
 - > Feb 27 - Celebrification (continued)
 - > Mar 2 - The gloried self
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 - > Mar 5 - Celebrity scandals, crashes & downfall(s)
 - > Mar 9 - Industrial-strength celebrity
 - > Mar 11 - Inside the celebrity industry
 - > Mar 12 - Economics of celebrity

Celeb Scoreboard

[Updated Apr 28] FINAL

[2020 Sociology of Celebrity Oscars Show](#)Key -> IG handle [Following/Followers/Posts/Visits] [Impressions](#)

(2 -> 1 -> 1 -> 1 -> **1**) brandeiscloset [1017/864/56/3493] **44,397**

(1 -> 2 -> 2 -> 2 -> **2**) humans_of_brandeis [1480/915/36/4143] **41,183**

(2 -> 4 -> 4 -> 3 -> **3**) tiktokstars_brandeis [1141/776/29/2448] **25,238**

(5 -> 3 -> 3 -> 4 -> **4**) smiles_of_brandeis [1313/1009/25/3782] **23,158**

(4 -> 5 -> 5 -> 5 -> **5**) brandeishiddengems [1145/605/34/1688] **18,033**

(11 -> 11 -> 11 -> 7 -> **6**) tik.tok_university [983/379/21/2929] **8,770**

(10 -> 8 -> 6 -> 6 -> **7**) university_wellness [696/215/24/803] **6,029**

(6 -> 6 -> 7 -> 8 -> **8**) deiseatsss [95/131/36/437] **5,213**

(12 -> 7 -> 8 -> 9 -> **9**) @brandeisrecommends [729/377/15/1085] **4,744**

(7 -> 9 -> 9 -> 10 -> **10**) collegefyp [106/135/26/299] **3,490**

(13 -> 15 -> 15 -> 12 -> **11**) _quotable.quotes_ [72/202/38/508] **3,320**

(8 -> 10 -> 10 -> 11 -> **12**) motivation_inspo_quotes [922/520/30/486] **2,373**

(14 -> 13 -> 12 -> 13 -> **13**) lizzy.hilliard [265/152/11/920] **2,215**

(15 -> 14 -> 14 -> 14 -> **14**) justcollegeshit [137/85/10/397] **1,941**

(9 -> 12 -> 13 -> 15 -> **15**) crazy_bold_students [348/126/8/170] **901**

[Teresa's TikTok: 430,000\(ish!\) views](#)[Harrison's TikTok: 143,600\(ish!\) views](#)[OFFICIAL BALLOT - Sociology of Celebrity Oscars](#)

Interesting stuff suggested by the class

[Adut Akech: The South Sudanese refugee making fashion history](#) (Thanks Rachel!)

(check it out) (Thanks Harrison!)

[Star Island by Carl Hiassen](#) (Britney-related book) (Thanks Amy!)

- > Mar 16 - The mass production of celebrity
- > Mar 18 - Instafamous
- > Mar 19 - Are influencers celebrities?
- > Mar 23 - No class
- > Mar 26 - Believers, Gossipers, Detectives & Cy...
- > Mar 30 - Using celebrity culture I: identity
- > Apr 1 - Using celebrity culture II: community
- > Apr 2 - Using celebrity culture III: distinction
- > Apr 6 - Celebrity and meaning: authenticity
- > Apr 7 - Celebrity and meaning: narrative
- > Apr 8 - Celebrity obsession(s)
- > Apr 9 - No class
- > Apr 13 - Celebrity Politician or Political Celebrity?
- > Apr 15 - No class
- > Apr 16 - No class
- > Apr 20 - Celebrity politician: the case of Obama
- > Apr 22 - Political celebrity: the case of Trump
- > Apr 23 - Is celebrity good or bad for politics?
- > Apr 27 - Sociology of Celebrity Oscars
- > Apr 29 - Sociology of Celebrity Oscars
- > Final Essay Exam (Due May 13 @ midnight)
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- > [191SOC-300A-1](#)
- > [181COMH-201B-1](#)
- > [181SOC-229A-1](#)
- [More...](#)

ACCESSIBILITY RESOURCES

- [Web Accessibility Best Practices](#)
- [LATTE Accessibility](#)
- [Documents](#)
- [Presentations](#)
- [Multimedia \(Audio & Video\)](#)

INSTRUCTORS

[Strand, Michael](#) ([Edit](#))

ADMINISTRATION

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(we'll be watching a bit of this later) (Thanks Maddie!)

[The Influencer Election Is Here](#) (about influencers and the Bloomberg Presidential campaign) (Thanks Rebecca!)

[Kaepernick Releasing a Memoir and Starting a Publishing Company](#) (Thanks Ali!)

(song about being a celebrity) (Thanks Sarah!)

[Community App as the New Celebrity Twitter?](#) (Thanks Rebecca!)

[Is Eric Andre for real?](#) (Thanks Hallie!)

[Class member becomes TikTok famous](#) (Thanks Harrison!)

[Changes to celebrity culture during the pandemic](#) (Thanks Sara!)

Midterm Essay stuff (Due Tuesday, Feb 25 @ midnight)

-  [Midterm Essay assignment](#)
-  [Midterm Essay FAQs](#)

Jan 13 - Course introduction



-  [Why take this class](#)

Jan 15 - Everything I think I know about celebrity I learned from Britney Spears

Required reading

Lockett, "Toxic: the implosion of Britney Spears' star image"











In-class screening: South Park, "Britney's new image"

-  [Lockett, "Toxic: the implosion of Britney Spears' star image"](#)
-  [Britney, what happened?](#)







Jan 16 - What is celebrity?

Required reading

Rojek, "Celebrity and celetoid"

-  [Turn editing on](#)
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ACCESSIBILITY

-
-
- (always?)



-  [Rojek, "Celebrity and celetoid"](#)
-  [Celeb slides Jan 16](#)

Jan 20 - No class

Jan 22 - Ingredients: media

Required reading



Marshall, "The promotion and presentation of the self: celebrity as marker of presentational media"

-  [Marshall, "The promotion and presentation of the self: celebrity as marker of presentational media"](#)
-  [Celeb slides Jan 22](#)

Jan 23 - Ingredients: status

Required reading

Milner, "Celebrity as a status system"




-  [Milner, "Celebrity as a status system"](#)
-  [Celeb slides Jan 23](#)

Jan 27 - The star image

Required reading

Dyer, "Stars as specific images"

Kincaid, "Hannah Montana's bare, unprotected back: Miley Cyrus's *Vanity Fair* outing"



-  [Dyer, "Stars as specific images"](#)
-  [Kincaid, "Hannah Montana's bare, unprotected back: Miley Cyrus's Vanity Fair outing"](#)
-  [Celeb slides Jan 27](#)

Jan 29 - The parasocial interaction

Required reading

Horton and Wohl, "Mass communication and para-social interaction"



Massey, "[Your imaginary relationship with a celebrity](#)"

-  [Horton and Wohl, "Mass communication and para-social interaction"](#)
-  [Celeb slides Jan 29](#)

Jan 30 - Celebrification/celebritization

Required reading

Driessens, "The celebrization of society and culture: Understanding the structural dynamics of celebrity culture"

-  [Driessens, "The celebrization of society and culture: Understanding the structural dynamics of celebrity culture"](#)
-  [Celeb slides Jan 30](#)

Feb 3 - Celebrity as icon

Required reading

Alexander, "The celebrity-icon"

-  [Alexander, "The celebrity-icon"](#)
-  [Celeb slides Feb 3](#)

Feb 5 - Celebrity as commodity

Required reading

Heinich, "Celebrity as consumption"

Very optional reading

Bryant, "[Colin Kaepernick Taught Us How Exposed White America Truly Is](#)"

Bain, "[Nike's Kaepernick ad is what happens when capitalism and activism collide](#)"

-  [Heinich, "Celebrity as consumption"](#)
-  [Celeb slides Feb 5](#)



Feb 6 - Celebrity as power

Required reading

Meyer and Gamson, "The challenge of cultural elites: celebrities and social movements"

Very optional reading

Reid, "[How Colin Kaepernick became a cause for activists, civil rights groups and others](#)"

-  [Meyer and Gamson, "The challenge of cultural elites: celebrities and social movements"](#)
-  [Celeb slides Feb 6](#)

Feb 10 - Celebrity as power, part II (& some review)

Required reading

Grose, "[When did we start taking famous people seriously?](#)"



-  [Celeb slides Feb 10](#)

Feb 12 - The social media interaction

Required reading

Marwick and boyd, "To see and be seen: celebrity practice on Twitter"

Watched 47:54-52:46 and 57:11-when T. Swift says "Not *not* true" in class today (now streaming on Netflix. I'll give you the Brandeis special password if you need it!):

- | | |
|---|-------------------------------------|
|  Marwick and boyd, "To see and be seen: celebrity practice on Twitter" | <input checked="" type="checkbox"/> |
|  Celeb slides Feb 12 | <input checked="" type="checkbox"/> |

Feb 13 - Role modelling

Required reading

Cashmore, "Buying Beyonce"

- | | |
|--|-------------------------------------|
|  Cashmore, "Buying Beyonce" | <input checked="" type="checkbox"/> |
|  Celeb slides Feb 13 | <input checked="" type="checkbox"/> |

Feb 17 - No class

Feb 19 - No class

Feb 20 - No class

Feb 24 - Being a celebrity: the case of Lady Gaga

Required reading

Deflem, "Gaga: Notes on the Management of Public Identity"

What we watched today ... 22:14 - 30:47 and 1:03:49 - when L. Gaga says "to total silence" (streaming on Netflix, password sharing is *not* illegal for educational purposes ;)

[Deflem, "Gaga: Notes on the Management of Public Identity"](#)

Feb 26 - Celebrification, or the experience of fame

Required reading

Rockwell and Giles, "Being a celebrity: a phenomenology of fame"

Very optional reading

Rojek, "Frontierism: 'the frontier thesis,' affect and the category of achieved celebrity"

[Rockwell and Giles, "Being a celebrity: a phenomenology of fame"](#)[Rojek, "Frontierism: 'the frontier thesis,' affect and the category of achieved celebrity"](#)[Celeb slides Feb 26](#)

Feb 27 - Celebrification (continued)

Required reading

None (true story)

What we watched today. 52:40 - 1:04:01 of part 1:

[Celeb slides Feb 27](#)

Mar 2 - The gloried self

Required reading

Adler and Adler, "The gloried self: the aggrandizement and construction of self"

Very optional reading



Ferris, "The next big thing: local celebrity"

[Adler and Adler, "The gloried self: the aggrandizement and construction of self"](#)[Ferris, "The next big thing: local celebrity"](#)[Celeb slides Mar 2](#)

Mar 4 - When you see a celebrity

Required reading

Ferris, "Seeing and being seen: the moral order of celebrity sightings"

-  [Ferris, "Seeing and being seen: the moral order of celebrity sightings"](#)
-  [Celeb slides Mar 4](#)

Mar 5 - Celebrity scandals, crashes & downfall(s)

Required reading

Commons, Commons-Miller, Salaita, and Tuladhar, "Stars that crash"

Very optional reading

Brim, "Differences among us in the desire for fame"






Pinsky and Young, "Narcissism and celebrity"

[Implicit theories of a desire for fame](#)

[Self-esteem instability and the desire for fame](#)

[Fame and the social self: The need to belong, narcissism, and relatedness predict the appeal of fame](#)

[Toward understanding the fame game: The effect of mortality salience on the appeal of fame.](#)



-  [Commons, Commons-Miller, Salaita, and Tuladhar, "Stars that crash"](#)
-  [Brim, "Differences among us in desire for fame"](#)
-  [Pinsky and Young, "Narcissism and celebrity"](#)
-  [Celeb slides Mar 5](#)
-  [Section Paper #1: Celebrity Therapist \[Due Tuesday, March 10 @ midnight\]](#)

Mar 9 - Industrial-strength celebrity

Required reading

Gamson, CTF, "Industrial-strength celebrity" (chap. 3)

What we watched today (how far can public relations go? old timey example) ... 4:30 - 14:17:

-  [Celeb slides Mar 9](#)
-  [Gamson, CTF, "Industrial-strength celebrity" \(chap. 3\)](#)

Mar 11 - Inside the celebrity industry

Required reading

Gamson, CTF, "The negotiated celebration" (chap. 4)



[Celeb slides Mar 11](#)



[Gamson, CTF, "The negotiated celebration" \(chap. 4\)](#)



Mar 12 - Economics of celebrity

Zoom recording Mar 12

https://brandeis.zoom.us/rec/share/3N5vDLjzrWxJRaOSr22Pe4t6AaHvX6a813UWr_Mlz0Zsj

Required reading

Turner, "The economy of celebrity"

Very optional reading

Mcleod, "The private ownership of people"



[Turner, "The economy of celebrity"](#)



[Mcleod, "The private ownership of people"](#)



[Celeb slides Mar 12](#)



Mar 16 - The mass production of celebrity

Zoom recording Mar 16

https://brandeis.zoom.us/rec/share/OVoDO3K_F1OYKPN72fzR7wbR7X9aaa8gShl-vEJnxqv84zec0-eQqDXQCIZCwWk

Required reading

Turner, "The mass production of celebrity"



[Turner, "The mass production of celebrity"](#)



[Celeb slides Mar 16](#)



Mar 18 - Instafamous

Zoom recording Mar 18




https://brandeis.zoom.us/rec/share/x8J2Mljg0VpJZIHDtBCHeJ9mGJraX6a8hHdPq_oOmB1gSt5f2WRj1bbFvYxOEre8

Required reading

Marwick, "Instafame: luxury selfies in the attention economy"

Very optional reading

Hou, "Social media celebrity and the institutionalization of YouTube"

-  [Marwick, "Instafame: luxury selfies in the attention economy"](#)
-  [Hou, "Social media celebrity and the institutionalization of YouTube"](#)
-  [Celeb slides Mar 18](#)

Mar 19 - Are influencers celebrities?

Zoom recording Mar 19






<https://brandeis.zoom.us/rec/share/vP1TaJ-v70hOXNKUsEfBBfJmBdvAT6a82icd-aIKzUfBfYyPwbnZDL5VvhEavPco>

Required reading

Khamis, Ang and Welling, "Self-branding, 'micro-celebrity' and the rise of Social Media Influencers"

Very optional reading

Hearn and Schoenhoff, "From Celebrity to Influencer: Tracing the Diffusion of Celebrity Value across the Data Stream"

-  [Khamis, Ang and Welling, "Self-branding, 'micro-celebrity' and the rise of Social Media Influencers"](#)
-  [Hearn and Schoenhoff, "From Celebrity to Influencer: Tracing the Diffusion of Celebrity Value across the Data Stream"](#)
-  [Celeb slides Mar 19](#)
-  [Interview with an actual manager \[FASCINATING\] \(Serious big thanks Jess!\)](#)
-  [Section Paper #2: A New Media Species? \[Due Sunday, Mar 29 @ midnight\]](#)

Mar 23 - No class

Mar 26 - Believers, Gossipers, Detectives & Cynics: Types of Celebrity Fans

Zoom recording Mar 26

<https://brandeis.zoom.us/rec/share/5up7EK-oxmdJTrPNyRzdc6MtJ9zYX6a803Qd-PIOxEwTgP-FIDKh4tnfoyoKfIGa>

Required reading

Gamson, *CTF*, chaps. 7 & 8

-  [Gamson, CTF, chap 7](#)
-  [Gamson, CTF, chap 8](#)
-  [Celeb slides Mar 26](#)



Mar 30 - Using celebrity culture I: identity

Zoom recording Mar 30

<https://brandeis.zoom.us/rec/share/tNJUmBht1mFLYNKdsnP4ZIMCFLW8eaa80CYZ-fMEykpomxxYeSDcCkOXzo2j4Fh>

Required reading

Allen and Mendick, "Young people's uses of celebrity: class, gender and 'improper' celebrity"

-  [Allen and Mendick, "Young people's uses of celebrity: class, gender and 'improper' celebrity"](#)
-  [Celeb slides Mar 30](#)



Apr 1 - Using celebrity culture II: community

Zoom recording April 1

<https://brandeis.zoom.us/rec/share/zsttCb7980xOGp3n-X3xc-ExldXKeaa81CVK-PlIzXwH8q-MNPNy5tT39dz3hLKK>

Required reading

Hermes, "Reading gossip magazines"

-  [Hermes, "Reading gossip magazines"](#)
-  [Celeb slides April 1](#)

Apr 2 - Using celebrity culture III: distinction

Zoom recording April 2

<https://brandeis.zoom.us/rec/share/y8o2MuHx2DhObdbf9I7tZ5V9Bqfoaa-a8gHdKrKAOxRxUGhN5aaVI7IXDtrH0MQBN>

Required reading

Yoon, "Transnational fandom in the making: K-pop fans in Vancouver"

-  [Yoon, "Transnational fandom in the making: K-pop fans in Vancouver"](#)
-  [Celeb slides April 2](#)



Apr 6 - Celebrity and meaning: authenticity

Zoom recording Apr 6

<https://brandeis.zoom.us/rec/share/7NRpBoOz-HtObdKT6GHbZqk-J5uiT6a8gCYZ-6VZyEIVTVVtREeI53HvYFILPQu3>

Required reading

Meyers, "'Can You Handle My Truth?': Authenticity and the Celebrity Star Image"

-  [Meyers, "'Can You Handle My Truth?': Authenticity and the Celebrity Star Image"](#)
-  [Celeb slides Apr 6](#)

Apr 7 - Celebrity and meaning: narrative

Zoom recording Apr 7

https://brandeis.zoom.us/rec/share/w-IJF7-Nr1lJaLfTsnPWaoITD6nYaaa81HQWrqBZzhwYTIXTWghjmA9vi9p_PCuz

Required reading

Gabler, "Toward a New Definition of Celebrity"

Very optional reading(ish)

[Meaning of "basic"](#) [Urban Dictionary authorized] (thanks Linnea!)



[Gabler, "Toward a New Definition of Celebrity"](#)



[Celeb slides Apr 7](#)

**Apr 8 - Celebrity obsession(s)****Zoom recording Apr 8**

https://brandeis.zoom.us/rec/share/opNsAK-oxGBJR6vwtk3RdqgjBb7T6a82iQZ8vYNxUp7p3o_v1lCdfDISDcmEv1l

Optional reading

Caulfield, ["The Celebrity Illusion: Why does America invest so much in the idea of fame?"](#)



[Celeb slides Apr 8](#)



[Section paper #3: The Cultural Argument \[Due April 19 @ midnight\]](#)

**Apr 9 - No class****Apr 13 - Celebrity Politician or Political Celebrity?****Zoom recording Apr 13**

https://brandeis.zoom.us/rec/share/4OBFc5b31F9LYon1sxHAWJlJbD28T6a80CQc-fZZnkiOFSUpbPZNY2NHI-DqR_ci (Access Password: Y2*B+RI?)

Required reading

Street, "Celebrity Politicians: Popular Culture and Political Representation"



[Street, "Celebrity Politicians: Popular Culture and Political Representation"](#)



[Celeb slides Apr 13](#)

**Apr 15 - No class****Apr 16 - No class****Apr 20 - Celebrity politician: the case of Obama**

Zoom recording Apr 20

https://brandeis.zoom.us/rec/share/w_FoKrrs7TJlfrfm8gLBf_4lPdn-X6a8hHle8_EMmUvbw5XmIYwVMjYv6qh7HwC

Required reading

Redmond, "Avatar Obama in the age of liquid celebrity"



[Redmond, "Avatar Obama in the age of liquid celebrity"](#)



[Celeb slides Apr 20](#)



Apr 22 - Political celebrity: the case of Trump

Zoom recording Apr 22

https://brandeis.zoom.us/rec/share/1MBJK-DotU5Obc_px072W_IME7-4eaa81HBP-vEFmEuUe5uKN1uqtfa2DFiSWFD9

Required reading



Street, "What is Donald Trump? Forms of 'Celebrity' in Celebrity Politics"

Out of class screening (if you have time)

(4min 51sec)

(5min 7sec)

(7min 25sec)

-  [Street, "What is Donald Trump? Forms of 'Celebrity' in Celebrity Politics"](#)
-  [Celeb slides Apr 22](#)

Apr 23 - Is celebrity good or bad for politics?





Zoom recording Apr 23

https://brandeis.zoom.us/rec/share/tM53fuvwxExIRrPC7GDtfvd-07a9X6a8gCIM8qBbnUnooFnPxMPdSffjn6wWXH_7

Required reading

West, "American politics in the age of celebrity"

Gamson, *CTF*, "Conclusion"

-  [West, "American politics in the age of celebrity"](#)
-  [Gamson, CTF, conclusion](#)
-  [Celeb slides Apr 23](#)
-  [Section Paper #4: The Big Important Question \[Due May 5 @ midnight\]](#)



Apr 27 - Sociology of Celebrity Oscars

-  [Celebrity Group Project Presentations \[Due: Sunday, Apr 26 @ midnight\]](#)

Apr 29 - Sociology of Celebrity Oscars

Zoom recording Apr 29

<https://brandeis.zoom.us/rec/share/2ulKH7Gq0mNIbonX2XzNdaIFHKHkaaa80yFI-KBbnhtga8WooOY25JJTd4XbJUsm>

-  [Lessons learned? Takeaway points from the experiments \(aka Group Celebrity Projects\)](#)
-  [Group Celebrity Project presentations](#)

Final Essay Exam (Due May 13 @ midnight)

-  [Final Essay Exam: The Warhol Prophecy](#)

 Moodle Docs for this page

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LATTE may be unavailable for brief portions of each Thursday for regular system maintenance.