

has touched, let alone owned, a commodity has market value
(Newman *et al.*, 2011) (92)

- Marx 'commodity fetishism': 'the products of the human brain appear as independent beings endowed with life, and entering into relation both with one another and the human race' (Marx, 1977: 77) (93)
- Because people experience a connection with each other only through a world of things (commodities) and money, the social relationships that give rise to this world are obscured. Things and money take on a life of their own (94)
- The cost of sponsorship is passed onto the consumer by increasing the price of the commodity. That some famous commodities are produced by sweatshop labour in the Third World is beside the point (94)
- By choosing the right celebrity match to endorse the commodity, the corporation produces an overwhelming positive message of glamour and prestige (94)
- In the eyes of the consumer, the (product) is an extension of the star (94)
- In buying the product you recognize yourself as belonging to a prestigious fraternity which, in turn signifies common pedigree (94)
- Issues with celebrity endorsement:
 - corporations select endorsers for their physical appeal, athletic competence, intellectual capacity, emotional intelligence and lifestyle
 - where the audience experiences cognitive dissonance between the public face and personal behaviour of celebrities, the result may be a negative feedback loop. This is not confined to the celebrity brand. By association, it carries over to the brands that celebrities endorse e. Gillette, Accenture, EA-Gatorade. Mike after Tiger Woods incident

Demand side factors

- Demand side explanations fall into three categories:
 - articulation and the culture of display
 - hero worship and narcissistic idealization
 - religion, and its decline in the West (98)
- All three identify celebrity as the response to the recognition of some sort of emotional deficit in personal relationships and public life (98)
- Power is concentrated in the hands of the suppliers - Bernays (1928) it is the vision of 'the invisible government' in celebrity culture that drives the show (98)
- Demand side approaches start with the proposition of want and vulnerability in the body politic - people hanker after, and in some cases, obsessively crave, larger, sanitized versions of themselves or idealized substitutes... From this vantage point, it is the emotional loneliness, powerless and insecurity of the public that is the key to celebrity culture (99)
- Projection can elevate some celebrities into positions of political and social significance. Indeed some have gone down in history as class champions (99)
- Celebrities not only represent private troubles and anxieties, they articulate general collective aspirations of class, gender, race and nation... the face of celebrity is shorthand for powerful emotional connections and complex political arguments (Castells, 2009) (100)

- the interview takes place but does not produce copy
- the press produces copy but the client complains of misquotes
- the article appears but is deemed to be damaging

The inflation of celebrity and its consequences: 'The Icarus complex'

- Icarus flies too close to the sun, so burning his wings, and falls into the sea and drowns (142)
- The frontier nature of celebrity culture perpetuates and enlarges narcissistic characteristics in stars and stargazers. Impulsive behaviour and recklessness are commonplace
- Do celebrities sometimes get too big for their boots and get involved in social and political issues that are beyond their competence?

Celebrity philanthropy and its discontents

- 'Celebrity philanthropy' - celebrities helping those in need
- Paul Theroux's (2006) condemnation of Bono's African aid programme for privileging publicity-sensitive relief over more durable reforms of infrastructure. Geldof and Bono are portrayed as blinkered modern-day Robin Hoods, taking from the rich and giving to the poor, but fleeced in the process by unscrupulous criminal elements in the developing world (143)
- Critics regard it to be spurious, alleging that the relationship repeats old colonial patterns of affluent countries imperiously imposing solutions upon native peoples. In sum, who are white, privileged superstars to speak for the world? (143)
- That the economically advanced world produces celebrity know-alls and celebrity aid packages that are insufficiently informed about local conditions is a familiar complaint.
 - Oprah Winfrey 2007 sexual abuse allegations at Leadership Academy for Girls in Johannesburg - accusations OW had 'unwittingly created a gated community in which unscrupulous individuals might easily shield sexual misconduct from public scrutiny'
- Subjecting native pupils to principles of Western education, even if it takes account of sensitivities to local conditions, is regarded by some commentators as being colonialism in modern dress
- Angelina Jolie & multinational adoption
 - 2001 named UNHCR - field missions to more than 20 countries eg. Sierra Leone, Tanzania, Cambodia
 - Jolie-Pitt foundation - dedicated to eradicating extreme poverty, protecting natural resources and conserving wildlife
 - Chairs the Education Partnership for Children of Conflict
 - Supported Clean Sheets project (Wyclef Jean - improving conditions in New Orleans after Katrina & Haiti after earthquake)
 - 2003 - first recipient of the Citizen of the World Award (UN Correspondents Association)
 - 2005 - Global Humanitarian Award (UN Association of the USA)