

Abstract

Fame gained in and by the media has been an integral part of our culture since the beginning of the last century. At the beginning of the 20th century, film stars dominated popular culture, and then, in parallel with the advent of television, even more celebrities appeared in the public sphere. Nowadays, stars of the new media are becoming more and more popular with the help of social media channels – they are called online opinion leaders or influencers. But why are famous people becoming more and more important? Why can we feel that everything is about stars these days, and what kind of stars do we know at all? The topicality of this volume is given by the fact that there is a keen interest in these issues in society, economy, various institutional systems, and at the same time in social and cultural sciences too. In the field of star studies, the issue of media has become a hot topic in connection with the developments of the last decade. At the same time, more and more people think that by deciphering the phenomenon we can get closer to the understanding of contemporary cultural, social, or economic conditions.

This volume undertakes to present the three characteristic epochs of the development of fame and stardom acquired in the media: the appearance of stars, the world of celebrities, and the rise of influencers. According to this concept, in the first thematic part of the volume, we investigate the elite of well-known people, i.e. the phenomenon of stardom. The second part of the volume focuses on the era of celebrities. Here, we primarily address the question of what role celebs play in the special publicity of tabloid media, and how these new themes and new actors emerge along the specific cultural logic of tabloids. The third thematic unit of the volume deals with influencers, the latest development in the transformations of fame, and in this context, we discuss the characteristics of stardom that can be acquired through online interfaces.

It follows from the diversity of the phenomenon of fame and stardom that the research results presented here do not follow a holistic approach, the thematic units of the volume by no means address all possible problems related to stardom, celebrity, or the influencer phenomenon. Instead, the selection of topics in the book was guided by the principle of presenting, through a deep cultural drilling in a specific field, the possibilities available to us when placing issues related to star culture in the interdisciplinary context of the cultural study of media.