

FAME AND THE MEDIA

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Abstract. *The general hypothesis of the work is that fame generated by media plays a part in creating opinion by legitimising anthropomorphic icons which, as models, assist in structuring the present day's social hierarchies. Based on a field study about television news and on a case study of Operación Triunfo, the articles concludes that media fame, which plays a decisive role in the formation of public opinion, express the nature of the media. as creators of a virtual reality and synthesisers of actual reality.*

Key words: *Fame, reality, media, public opinion, news, Operación Triunfo*

ИЗВЕСТНОСТЬ И СРЕДСТВА МАССОВОЙ ИНФОРМАЦИИ

Аннотация. *Общая гипотеза работы заключается в том, что известность, генерируемая средствами массовой информации, играет определенную роль в формировании общественного мнения путем легитимации антропоморфных икон, которые, как модели, помогают структурировать современные социальные иерархии. Основываясь на полевых исследованиях телевизионных новостей и тематическом исследовании Operación Triunfo, в статьях делается вывод о том, что известность в СМИ, которая играет решающую роль в формировании общественного мнения, отражает природу СМИ. как создателей виртуальной реальности и синтезаторов реальной реальности.*

Ключевые слова: *фрейм, реальность, СМИ, общественное мнение, новости, тройственная операция.*

INTRODUCTION

Internet fame is not a new concept. We are now seeing our third or second generation of young people finding 'fame' online. Fame online looks different now than it did over a decade ago, nowadays, it's serious business! The goal might still be to have increased followers, but the number of followers and engagement can now directly correlate with how much money you can make.

Anyone and everyone can choose to make their account a 'business' one. Young people are collaborating with brands, creating content and promoting products, and it can be quite a lot to handle when you're at such a young age.

Social media fame can bring many positive qualities but it can also potentially lead to young people involving themselves in harmful behaviour in order to keep up with expectations and 'likes'. In this aspect, it can show the negative culture around fame online and what people will do to make money even when a bad spotlight is placed on them.

There's people that go viral for good or bad reasons. We might see someone suddenly promoting a product who then goes on to have a line of merchandise with their face or catchphrase on, trying to make the most of their short lived fame. There are those with a talent who have built a name or business on the grounds of something more solid. These people don't

just do ad's, they are brand ambassadors, have tight contracts and have to deliver enough content to keep up with their quotas. Another category of the 'Insta famous' are the activists, campaigning for human rights and many other political issues. All of these carry a weight and pressure which for younger people could have a seriously negative impact on their health and wellbeing.

A conundrum that has been going on for decades, is how teens and 20 somethings are expected to say just the right thing in response to a complex issue they are probably only just learning about. If young people don't say the right thing, they may expect abuse, a loss of followers and therefore a loss of earnings. If they say nothing, then it is common to be branded with shame. Having this exposure can lead to other causes for concern such as anxiety and self-hatred.

How can we support young people that have ambitions to be 'Insta famous', or have found themselves in a position where they suddenly have a large following?

Understand why and help channel creativity. Being famous for being famous is probably not the best motivation. If a young person wants to grow their following and be a 'name', try to help them find their niche, whether that's gaming, music, art, animals or anything they take an interest in. They are likely to have a bit more success and feel fulfilled if their content is about something they are good at or interested in.

Be aware of the potential increased pressure or responsibility. Having a heightened awareness of the young person's welfare and how their online life might impact it will mean you can notice and respond faster if they need help. Help might just be encouraging them to have some time off, take a break or supporting them to find another project that is not scrutinised so publicly.

Set some ground rules and doing the homework. Rules can be flexible and can change in the face of different issues. Homework is research and the more that is done, the better footing they will have.

Having a separate private account to share more personal updates with close friends and family

Putting time into researching political issues before speaking publicly on them. Setting a boundary that you don't have to respond immediately

Similarly, researching and looking into brands and people that want to use their following to promote products. For example, a person who uses their platform to educate about global warming would get quite a bit of flack if they promoted an unsustainable product.

Agree principals. If for example the young person has a keen interest in the environment, knowing what principals that entails will help when choosing brands you want to work with.

Lastly, if young people are looking to generate an income and use their social media platform to promote, it's important they are familiar with advertising standards and play within the rules. Here is some more info on this from the Advertising standards agency; <https://www.asa.org.uk/news/making-your-marketing-an-insta-nt-compliant-success.html>

Fame may seem easier to obtain than it was 10 or 20 years ago, with the help of social media, but the lure and excitement of it seems to not have diminished at all. There are certainly new factors and risks to consider but we can't discourage young people from their aspirations

and ambitions, we just need to learn how to help them in a safe and productive way. There are now many examples of people doing it well and role models to look up to, and there are also stories of where it has gone wrong. We are looking at another generation making waves, and hopefully they will be better placed with all this resource around them.

The Internet revolutionizing throughout the decades and giving one an opportunity to participate in a virtual culture has produced a dramatic change in what an ordinary person can attain: Today, social media such as Instagram, Youtube, and Twitter gives people an opportunity to achieve mainstream success. But, has this alteration in modern society helped diminish the exclusiveness in the fame world? The answer is yes and no. Social media has allowed one to showcase their talent and ambition. Justin Bieber's popularity is an example of becoming well-known through an online presence. However, this powerful motive to gain adoration online has been abused. Individuals now can prosper on platforms by posting lip-syncing videos of various songs they enjoy.

Teenagers on the app TikTok are prone to receiving millions of views over a simple video that required no effort. In the era of technology, many that partake in social media only value the entertainment quality and promote people who do not express hard work and dedication.

Social media is a crucial aspect of our lives. It has now been created for people to receive fame for those who inspire in becoming mainstream. Celebrity status has been redefined for generations; however, this new wave of "internet personalities" shows how accessible stardom is in the mode.

CONCLUSION

Human beings are social creatures. We need the companionship of others to thrive in life, and the strength of our connections has a huge impact on our mental health and happiness. Being socially connected to others can ease stress, anxiety, and depression, boost self-worth, provide comfort and joy, prevent loneliness, and even add years to your life. On the flip side, lacking strong social connections can pose a serious risk to your mental and emotional health.

In today's world, many of us rely on social media platforms such as Facebook, Twitter, Snapchat, YouTube, and Instagram to find and connect with each other. While each has its benefits, it's important to remember that social media can never be a replacement for real-world human connection. It requires in-person contact with others to trigger the hormones that alleviate stress and make you feel happier, healthier, and more positive. Ironically for a technology that's designed to bring people closer together, spending too much time engaging with social media can actually make you feel more lonely and isolated—and exacerbate mental health problems such as anxiety and depression.

If you're spending an excessive amount of time on social media and feelings of sadness, dissatisfaction, frustration, or loneliness are impacting your life, it may be time to re-examine your online habits and find a healthier balance.

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