Celebrities and Publics in the Internet Era

GUEST EDITOR’S INTRODUCTION

Celebrity, Past and Present  1
Sharon Marcus

FORUM

Profiling “Money”  7
Carlo Rotella

ESSAYS

Celebrity 2.0: The Case of Marina Abramović  21
Sharon Marcus

Network Celebrity:
Entrepreneurship and the New Public Intellectuals  53
Fred Turner and Christine Larson

Empty Orchestra: The Karaoke Standard and Pop Celebrity  85
Karen Tongson

Reality Celebrity: Branded Affect and the Emotion Economy  109
Laura Grindstaff and Susan Murray

Instafame: Luxury Selfies in the Attention Economy  137
Alice E. Marwick

The Politics of Revolutionary Celebrity in the Contemporary Arab World  161
Marwan M. Kraidy
AFTERWORD

Bodies of Digital Celebrity 185
Sharrona Pearl and Dana Polan

Books Received 193