## CONFERENCE PROGRAM

### TUESDAY, JUNE 26

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<tr>
<th>8.30 am - 9.30 am</th>
<th>REGISTRATION and Welcome Coffee (Hall)</th>
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<tr>
<td>9.30 am - 11.00 am</td>
<td>PLENARY (Aula 1) &lt;br&gt; INSTITUTIONAL GREETINGS Romana Andò, Scientific Committee Chair, Sapienza Università di Roma, Sean Redmond, Scientific Committee, Deakin University. &lt;br&gt; Keynote: Misha Kavka, University of Auckland, Taking Down the Sacred: Fuck-me vs. Fuck-you Celebrity &lt;br&gt; Chair: Romana Andò, Sapienza, Università di Roma</td>
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<tr>
<td>11.00 am - 12.45 pm</td>
<td>PARALLEL SESSIONS 1 (Aula 2) &lt;br&gt; CLASSIC STARDOM &lt;br&gt; Francesca Cantore, Sapienza, Università di Roma, Giulia Muggeo, Università di Torino, Rethaping and estranging the star. The case of Alberto Sordi and Walter Chiari &lt;br&gt; Harriet Fletcher, Lancaster University, “I’m Ready for My Close-Up”: The Horror of Faded Stardom in Billy Wilder’s Sunset Boulevard &lt;br&gt; Agata Frymus, University of York, ‘Love, Lust and Liz’: Elizabeth Taylor as Cleopatra in the discourse of the 1960s &lt;br&gt; Chair: Lucy Bolton, Queen Mary, University of London</td>
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<tr>
<td>11.00 am - 12.45 pm</td>
<td>PARALLEL SESSIONS 1 (Aula E) &lt;br&gt; LITERATURE AND CELEBRITY &lt;br&gt; Andrea Carteny, Sapienza Università di Roma, A woman celebrity of belle époque: Valentine de Saint-Point between Futurism, Feminism and Esotericism &lt;br&gt; Alison Lutton, Somerville College, University of Oxford, JT LeRoy on screen: the re-animation of a desecrated celebrity author &lt;br&gt; Sally Totman, Deakin University, Mapping the Celebrity Bell Curve: the swinging gender narrative in explorers of Arabia &lt;br&gt; Chair: Alessandro Saggioro, Sapienza, Università di Roma</td>
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<td>11.00 am - 12.45 pm</td>
<td>PARALLEL SESSIONS 1 (Aula F) &lt;br&gt; CELEBRITY NEWS &lt;br&gt; Katja Friedrich, Ursula Ohliger, Ludwig-Maximilians-University, Journalistic narratives of celebrity success and failure. A qualitative analysis of German celebrity news &lt;br&gt; Megan Le Masurier, University of Sydney, The ultimate desecration? The new indie women’s magazines and the disappearance of celebrity &lt;br&gt; Bethany Usher, Newcastle University, “When journalists attack”: Celebrity, journalism and the deconstruction of identities as a mechanism for social control &lt;br&gt; Ana Maria Velasco Molpeceres, Universidad de Valladolid, The evolution of the celebrities in Spain: the role of the media (from Hola magazine to Cuore) &lt;br&gt; Chair: Giulia Rossi, Sapienza, Università di Roma</td>
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<td>11.00 am - 12.45 pm</td>
<td>PARALLEL SESSIONS 1 (Aula B Medievale) &lt;br&gt; CELEBRITY CULTURE PERSPECTIVES &lt;br&gt; Lawrencia Agyepong, Ghana Institute of Journalism, Reconceptualising Celebrity Capital: Advancing the Application of Bourdieu’s Fields’ Theory in Celebrity Studies &lt;br&gt; Lorraine York, McMaster University, Unseemly: Affect, Gender, New Media and the Denunciation of 21st-Century Fame Hunger &lt;br&gt; Chair: Ruth Delier, Sheffield Hallam University</td>
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<td>12.45 pm - 1.45 pm</td>
<td>LUNCH (Hall)</td>
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<td>1.45 pm – 3.30 pm</td>
<td>PARALLEL SESSIONS 2 (Aula 2)</td>
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<td>SEX SCANDALS</td>
<td>NATIONAL IDENTITY</td>
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<tr>
<td>Lynne Joyrich, Brown University, Affronting Stardom/Confronting Sexual Harassment</td>
<td>Safa Canapli, Humboldt University, Emotional Alliances: Erdogan’s Celebrities</td>
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<td>Anita Brady, Victoria University of Wellington, Houses of Cards and Closets: Coming Out as Scandal Management</td>
<td>Paula Gilligan, ADT Dun Laoghaire, “Lord of the Sweat Pants”-Michael Flatley, Symbolic Violence, and Global Irish identities in the era of Brexit and Trump</td>
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<td>Sabrina Moro, Nottingham Trent University, Fallen Like a House of Cards? Kevin Spacey’s Celebrity Image Amidst Sexual Assault Allegations</td>
<td>Sophie Nika, National and Kapodistrian University of Athens, I love to hate you: Greekaudiences deconstructing Greek celebrities</td>
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<td>Melanie Piper, University of Queensland, “Comedian, masturbator”: Revisiting the authenticity of Louis C.K. in light of his sexual misconduct scandal</td>
<td>Chair: Gaston Franssen, University of Amsterdam</td>
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<td>Chair: Sean Redmond Deakin University</td>
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<tr>
<th>3.30 pm – 4.30 pm</th>
<th>PLENARY KEYNOTE (Aula 1)</th>
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<tr>
<td>Lucy Bolton, Queen Mary, University of London, Beautiful penitent whore: the desecrated celebrity of Mary Magdalene, Superstar</td>
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<td>Chair: Hannah Hamad, Cardiff University</td>
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<tr>
<th>4.30 pm – 5.00 pm</th>
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<tr>
<th>5.00 pm – 6.45 pm</th>
<th>PARALLEL SESSIONS 3 (Aula 2)</th>
<th>PARALLEL SESSIONS 3 (Aula E)</th>
<th>PARALLEL SESSIONS 3 (Aula F)</th>
<th>PARALLEL SESSIONS 3 (Aula B Medievale)</th>
<th>PARALLEL SESSIONS 3 (Aula B Seminari)</th>
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<tbody>
<tr>
<td>CELEBRITY AND RELIGION, CELEBRITY AS RELIGIOUS</td>
<td>GENDER AND CELEBRITY CULTURE</td>
<td>DESECRATION IS A FEMINIST ISSUE: ABJECT AND ASPIRATIONAL CELEBRITY</td>
<td>THE PURSUIT OF FAME AT ALL COSTS: IDENTITY WORK AMONG YOUNG CELEBRITIES AND CONSUMERS</td>
<td>CELEBRITIES IN BRAZILIAN FAVELAS: CULTURAL CITIZENSHIP THROUGH FAME</td>
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<td>Anna Maria Lorusso, Università degli Studi di Bologna, Popularity and Populism</td>
<td>Jamie Hakim, University of East Anglia, The Celebrity Male Nude Leak: neoliberalism and feminising the male body in times of crisis</td>
<td>Laura Clancy, Lancaster University, ‘Best female role model’? A feminist desecration of Kate Middleton</td>
<td>Annebeth Backer, Tableau University, Selling Invisible Backer, Tableau University, Selling Invisible</td>
<td>Camila Franco Monteiro, University of Huddersfield, The whitening process to mainstream: Funk celebrities and the white approach to reach larger audiences</td>
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<td>Simona Romani, Paolo Peverini Paolo, Università LUISS Guido Carli, Pope Francis: the representation of a celebrity between actions and narratives</td>
<td>Melanie Kennedy, Kaitlynn Mendes, University of Leicester, ‘Which celebrities are marching, who’s throwing the epic after party’: Representations of celebrity feminists</td>
<td>Debra Ferraday, Lancaster University, Desecrating Rihanna: the affective politics of white feminism</td>
<td>Pilar Lacasa, Julián de la Fuente-Prieto, Sara Cortés, University of Alcalá, Adolescents as cultural activists: Remixing celebrities in fandom communities</td>
<td>Fabiana Moraes, Universidade Federal de Pernambuco, Poverty and celebrification in everyday life: negotiation and confrontation of the new deprived and famous on Instagram</td>
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<td>Isabella Pezzini, Bianca Terracciano, Sapienza Università di Roma, The Pope-celebrity and the role of cinema</td>
<td>Celia Lam, University of Nottingham, Jackie Raphael, Curtin University, Risky Business in Bromance</td>
<td>Kate McNicholas Smith, University of Westminster, Miley Cyrus: pop performance as queer feminist desecration</td>
<td>Stephanie Patrick, University of Ottawa, Desecrating Disney: The 2007 Celebrity Photo Hacks and Crisis in American Hegemonic Femininity</td>
<td>Thiago Soares, Universidade Federal de Pernambuco, Performance and cultural citizenship: Methodological scripts for favela celebrities in Brazil</td>
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<td>Chair: Alessandro Saggioro, Sapienza Università di Roma</td>
<td>Anthea Taylor, University of Sydney, “Steve is twice the Aussie icon you will ever be”: Germaine Greer, The Crocodile Hunter’s Death, and Misogynistic Hate Speech</td>
<td>Chair: Shelley Cobb, University of Southampton</td>
<td>Chair: Romana Andò, Sapienza Universita di Roma</td>
<td>Chair: Giovanna Giansurco, Sapienza Università di Roma</td>
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7.45 pm GALA DINNER at Casa Dell’Aviatore (VIALE DELL’UNIVERSITÀ, 20)
WEDNESDAY, JUNE 27

8.30 am – 9.00 am REGISTRATION AND WELCOME COFFEE (Hall)

9.00 am – 10.00 am PLENARY_KEYNOTE (3) (Aula 1)
Martin Shingler, University of Sunderland, Belle Davis: Actor, Star & Celebrity
Chair: Gaston Franssen, University of Amsterdam

10.00 am – 11.45 pm PARALLEL SESSIONS 4

PARALLEL SESSIONS 4 (Aula 2)
GENDER & POLITICS
Jeff Scheibie, King’s College, Risk’s Gaia Feminism
Cindy Smith, Radical Loneliness and a Little Masculinity: Kristen Stewart’s Ideological Resonance in Illiberal America
Ellen Watts, Royal Holloway, University of London, ‘I really love to hate other celebrities!’ How Emma Watson’s legitimacy as a political representative is constructed through anti-celebrity comparisons
Anna Zsuzori, University of Leicester, Authentic Disney celebrity heroines and the representation of gender and race in Disney Princesses
Chair: Romana Andò, Sapienza Università di Roma

PARALLEL SESSIONS 4 (Aula E)
PUBLISHING CELEBRITY
Nick Canty, Melanie Ramdarshar Bold, University College London, Tiny Hamster disrupts the book publishing industry, and other stories: the rise of the micro-celebrity author
Katja Lee, University of Western Australia, ‘Boswelled from mere persons to personages’: Arthur Stringer, Mary Pickford, and the Trouble with Celebrity Profiles
Jessica Martin, University of Leicester, Jack Monroe and Negotiating Authenticity as an Authority Celebrity
Jeroen Jansen, University of Amsterdam, Publishers strategies and celebrity in the seventeenth-century Netherlands
Chair: Gaston Franssen, University of Amsterdam

PARALLEL SESSIONS 4 (Aula F)
LGBT CELEBRITY CULTURE
Ben Aslinger, Bentley University, Roy Cohn and Queer Villainy
Joanna McIntyre, University of the Sunshine Coast, ‘I’m old and bitter and fat’; Nadia Almada, transnormativity, and the rise and fall of a transgender celebrity
Claire Southerton, University of Melbourne, Hannah McCann, Australian National University, Repetitions of Desire: Queer Reading in One Direction
Lucy Watson, University of Sydney, Identifying with desecration: LGBT responses to celebrity meltdown
Chair: Paola Bonifazio, University of Texas at Austin

PARALLEL SESSIONS 4 (Aula B Medievale)
SO SCANDALOUS
Cristina Colet, Università di Torino (DAMS), Ruan Lingyu (1910-1935): celebrating a star, desecrating the woman
Susan Hopkins, University of Southern Queensland, Ipswich campus, Courtney Love & Trainwreck Femininity
Carina Mansey, City, University of London, The Saint of Chiefs and the Savoy Scandal
Chair: Sean Redmond, Deakin University

PARALLEL SESSIONS 4 (Aula B Seminari)
NATIONAL IDENTITY 2
Elaine Chung, SOAS, University of London, National Identity and Collective Star Desecration: Transnational Stardom of Korean Actresses and Online Nationalism in Chinese Social Media
Camille Nadine Magaslin, De La Salle University, THE STANDARD REPACKAGED: Image, Screen Personas, and Star Production of Eugene Domingo
Chair: Neil Ewen, University of Winchester

12.00 am – 1.45 pm PARALLEL SESSIONS 5

PARALLEL SESSIONS 5 (Aula 2)
CHALLENGING AUTHENTICITY IN CELEBRITY ACTIVISM: STRATEGIES OF POLITICAL AND CULTURAL AUTHORITY
Lene Bull Christiansen, Roskilde University, The celebrity branded activist campaign: a case study of the Danish pop-singer Medina’s Mevation* project
Hele Kannik Haastrop, University of Copenhagen, The Celebrity as Activist and Cultural Critic: Emma Watson’s Feminist Book Club & The Handmaid’s Tale
Katrine Meldgaard, University of Southern Denmark, “Bombing the idea of the state as a health authority to pieces”: celebrity and antivaccination advocacy
Chair: Neil Ewen, University of Winchester

PARALLEL SESSIONS 5 (Aula E)
SOCIAL CELEBRITY
Alison Winch, University of East Anglia, Who owns the future? The visions of Mark Zuckerberg
Hilde Van den Bulck, Aaron Hyzen, University of Antwerp, Of Lizards and Men: Infowars’ Alex Jones and the Articulation of Fandom and Anti-Fandom in the Celebrity-Populus Nexus
Chair: Giovanni Bocca Artieri, Università di Urbino, “Carlo Bo”

PARALLEL SESSIONS 5 (Aula F)
DAVID BOWIE: CELEBRITY DESECRATION, FLUIDITY AND CRITIQUE
Tolja Cincue, Deakin University, David Bowie: Desecration and Desire in the Social Mediasphere
Ian Dixon, Deakin University/ SAE Institute, Fame, Rotting On The Slimy Thoroughfare: David Bowie’s Desecrating Celebrityization between ‘Diamond Dogs’ and ‘Blackstar’
Lisa Perrott, University of Waikato, David Bowie, Hauntingology and Uncanny Celebrity.
Chair: Sean Redmond, Deakin University

PARALLEL SESSIONS 5 (Aula B Medievale)
DESECRATING ITALIAN CELEBRITIES: SCANDALS, FAME MIGRATIONS AND MEDIA EFFECTS
Antonella Mascio, Università di Bologna, 1992/1993. The story of the degradation of political celebrity through the fiction framework
Silvia Vacirca, Sapienza Università di Roma, ‘Il caso Tortora’: assuming the celebrity’s guilt
Rachel Haworth, University of Hull, Legacies of Scandal in the Celebrityization Process: The Case of Mina, Italian Popular Music Diva
Chair: Martin Shingler, University of Sunderland

PARALLEL SESSIONS 5 (Aula B Seminari)
CELEBRITIES IN THE HIGHEST SPHERES: DEGRADATION, CELEBRIFICATION, AND DESACRALIZATION OF SAINTS, POPES, AND ANGELS
Paola Bonifazio, University of Texas at Austin, Maria Goretti Superstar: Female Sainthood, Celebrity, and Fandom
Ruth Deller, Sheffield Hallam University, ‘All hail the comedy vicar’: clergy as celebrity
Giancarlo Lombardi, CUNY Graduate Center, Holy Celebrity: The Young Pope
Chair:Alessandro Saggioro, Sapienza Università di Roma
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<tr>
<th>Time</th>
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<tr>
<td>2.30 pm</td>
<td>SOCIAL EVENT – JOURNEY THROUGH ANCIENT ROME: FORUM OF AUGUSTUS</td>
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<td>3.00 pm</td>
<td>PARALLEL SESSIONS 6 (Aula 2)</td>
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<td>3.00 pm</td>
<td>CELEBRITY CULTURE AND CRIME</td>
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<td>3.00 pm</td>
<td>Framing Celebrity</td>
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<td>3.00 pm</td>
<td>Diana-Luisa Dumlitrui, Elena Negrea-Busuioc, National University of Political Studies and Public Administration, Back to square one: visualizing and verbalizing celebrity</td>
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<td>4.15 pm</td>
<td>Coffee Break</td>
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<td>4.15 pm</td>
<td>CARL BO TUSCIA Chair: Bianca Terracciano, Università della Tuscia</td>
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<td>5.45 pm</td>
<td>PARALLEL SESSIONS 6 (Aula E)</td>
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<td>5.45 pm</td>
<td>Framing Celebrity</td>
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<td>5.45 pm</td>
<td>Jilly Boyce Kay, Helen Wood, University of Leicester, The Businesses of Reality and its 'Legitimate' Culture Labour</td>
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<td>7.30 pm</td>
<td>Chair: Lawreneca Agyepong, Ghana Institute of Journalism</td>
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<td>9.00 pm</td>
<td>SOCIAL EVENT – JOURNEY THROUGH ANCIENT ROME: FORUM OF AUGUSTUS</td>
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**PARALLEL SESSIONS 6 (Aula 2)**

**CELEBRITY CULTURE AND CRIME**

Glen Donnan, RMIT University, Flemming Pheasant-Kelly, University of Wolverhampton

Promoting Terrorism, Desecrating Celebrity: The Case of 'Jihadi John'

Jacque Lynn Foltyn, National University, Desecrating the Celebrity Corpse: Postmortem Performances

Tanya Horack, Anglia Ruskin University, Celebrity Mugs and the Digital Pastiche of Crime

Chair: Bianca Terracciano, Università della Tuscia

**FRAMING CELEBRITY**

Diana-Luisa Dumlitrui, Elena Negrea-Busuioc, National University of Political Studies and Public Administration, Back to square one: visualizing and verbalizing celebrity

Jilly Boyce Kay, Helen Wood, University of Leicester, The Businesses of Reality and its 'Legitimate' Culture Labour

Celia Lam, University of Nottingham, Baseline of normality: outlining levels of acceptability in non-mainstream Australian celebrities

Chair: Lawreneca Agyepong, Ghana Institute of Journalism

**HISTORICAL FIGURES BETWEEN ACCREDITATION AND DEGRADATION**

Italian Research Network in Celebrity Culture in conjunction with PhD in History of Europe Sapienza Università di Roma

Sara Pesce, Università di Bologna, Luxury Pays. Marie Antoinette Queen of Fashion

Lucio Spaziarite, Università di Bologna, Bob Dylan as an anti-celebrity Nobel Prize laureate

Fabio Cletò, Università di Bergamo, Notorious: Oscar Wilde, the queer "I" and the grammar of celebrity

Chair: Isabella Pezzini, Sapienza Università di Roma

**CELEBRITY GOSSIP**

Charlotte De Backer, David Gies, Galiel Ouvrard, Heidi Vandebooch, University of Antwerp, Why are you interested in celebrity gossip? Scale development and validation of the Celebrity Gossip Motives Scale

Gemma Horton, University of Sheffield, An unwanted spotlight: Examining the right to privacy of celebrities against the right to freedom of expression in the United Kingdom

Brigitte Weingart, University of Cologne, "I made that bitch famous": Auto-Gossip and Reputation Management

Chair: Laura Gemini, Università di Urbino, "Carlo Bo"

Chair: P. David Marshall, Deakin University

**FAME AND CELEBRITY STUDIES’ HISTORICAL TURN – 1: THE INVESTIGATION OF REPUTATION, RENOWN, RUMOUR AND SCANDAL (ANTIQUITY, MEDIEVAL, AND RENAISSANCE PERIODS)**

P. David Marshall, Deakin University, Introduction

Charles Hedrick, UC Santa Cruz, Antiquity and its organization of fame/celebrity: the tension of reputation and scandal

Gianni Guastella, Università di Siena, From Rumour to Glory: the Personification of Fame in the Middle Ages

Arnoud Visser, Utrecht University, The Renaissance of Fame

**PARALLEL SESSIONS 7 (Aula 2)**

**ASIAN STARDOM AND CELEBRITY**

Rastogi Akriti, Jawaharlal Nehru University, Instagrammatically (In)Correct: A study of transmedia celebrities of contemporary Hindi film industry

Nandana Bose, FLAME University, Faking it?: The Ranaut-Roshan Bollywood Celebrity Scandal

Sreya Mitra, American University of Sharjah, UAE, Tricked, Body-Shamed and Slut-Shamed: Examining the predicament of the contemporary Bollywood female star and social media engagement

Chair: Andrea Minuz, Sapienza Università di Roma

**POLITICAL UNIONS: THE CELEBRIFICATION OF THE BRITISH-AMERICAN SPECIAL RELATIONSHIP**

Shelley Cobb, University of Southampton, "Political Soulmates": Reagan, Thatcher, and the Powerful Energy of Celebrity Coupledom

Neil Ewen, University of Winchester, "An unholy alliance": Trump and Farage’s Celebrity Populism

Hannah Hamad, Cardiff University, "I Will Be With You, Whatever": Blair and Bush’s Baghdadi Bromance

Chair: Sean Redmond, Deakin University

**HOLLYWOOD STARS**

Mark McKenna, University of Sunderland, Sylvester Stallone: Analogue Actor / Digital Celebrity

Timothy Robeirs, Hilde Van den Bulck, University of Antwerp, "Hypocritical Investor" or Hollywood 'Do-Gooder'? Media and Audiences negotiating Leonardo DiCaprio’s illegitimate stance as Green Celebrity Activist

Nathan Smith, Built, Not Bought: Vin Diesel and the Engineered Identities of a Digital Diva, Dungeon Master, and Mechanized Movie Star

Chair: Lucy Bolton, Queen Mary, University of London

**GIRL MELTDOWN: GIRLS, SCANDAL AND CELEBRITY**

Fiona Handside, University of Exeter, Becoming the 'anti-girl': Shopping and Scandal in Contemporary Hollywood

Danielle Hipkins, University of Exeter, Surviving Berlusconi from the Margins: Scandalous girls becoming women in the Italian media

Catherine O’Rawe, Bristol University, Girls, Stardom, and the Danger of Film Acting in Post-war Italy

Chair: Romana Andò, Sapienza Università di Roma

Chair: P. David Marshall, Deakin University
### PARALLEL SESSIONS 8 (Aula 2)

**FAME DAMAGE**

- Emilio Audissino, University of Southampton. Episodic and Real Rob: Celebrities at Their Worst
- Tom Whitelaker, University of Warwick. Deviant noise: Real-life delinquent celebrities and the politics of sound in Spanish film
- Arrigo Bonifacio, Sapienza Università di Roma. Revamp celebrity throughout its desecration: the case of Marshal Tito

Chair: Bianca Terracciano, Università della Tuscia

### CONSTRUCTING CELEBRITY IDENTITY

- P. David Marshall, Deakin University. Derelueenmonument: Fame, Celebrity and the Monumental Instability of Contemporary Culture
- Stefano Livi, Sapienza Università di Roma. When Hollywood went to Moscow. The image of Stalin in the film Mission to Moscow (1943)

Chair: Romana Andó, Sapienza Università di Roma

### CELEBRIFICATION

- Anne Jerslev, University of Copenhagen. Winona Ryder and the return to fame – saved by the body’s ageing
- Renata Gravina, Nijmegen University. The parable of life as a work of art
- Anna Seidl, University of Amsterdam. Falling Stars: Ageing and Dance

Chair: Silvia Vacirca, Sapienza Università di Roma

### HOW TO BE INFAMOUS: ON BILL COSBY

- Nele Nargaard Kristensen, Mette Mortensen, University of Copenhagen. De-celebrification: From Famous to Infamous
- Sarah Anne Dunne, University College Dublin. Defending and Desecrating Cosby: How Digital Discussions of the Bill Cosby Case Depict Contemporary Feminist Politics and New Misogynies
- Matt Yockey, University of Toledo. Trickstered: Bill Cosby and the Politics of Race in American Comedy

### PARALLEL SESSIONS 8 (Aula E)

- Carlos K. F. Cheung, The Chinese University of Hong Kong. Unfriends the pseudo-local star: Localism and the disintegration of the precarious fandom for G.E.M. Tang in Hong Kong
- Peter Rehberg, Institute for Cultural Inquiry, Eurovision’s Failed Celebrities
- Heil Reimann, Tallinn University. Soviet era celebrities: the starlight of Estonian pop singer Jaak Joala on Soviet estrada arenas

Chair: Martin Shingler, University of Sunderland

### INFLUENCERS & YOUTUBE

- Lucia Caro-Castaño, David Selva-Ruiz, Universidad de Cádiz. Making visible the non-visible: an ethnographic study about women that prescribe home and personal care goods on YouTube
- David Giles, University of Winchester. The performance of authenticity by YouTube celebrities
- Sinem Gudum, Marmara University. Influencer marketing and redefining fame in Social Media advertisements

Chair: Romana Andó, Sapienza Università di Roma

### SPORTS STARDOM

- Diana-Luiza Dumitriu, National University of Political Studies and PA, University of Bordeaux. The walk of shame as part of the sports’ success dialectics
- Spring-Serenity Duvall, Salem College. Too famous to speak: Desecration of professional athletes who use fame to protest racial injustice
- Ana Jorge, Universidade Católica, Mercè Oliva, Universitat Pompeu Fabra, Luis LM Aguiar, University of British Columbia, Leaking and offshoring: Iberian audiences react to Cristiano Ronaldo’s tax evasion

Chair: Andrea Minuz Sapienza Università di Roma

### PARALLEL SESSIONS 8 (Aula B Medievale)

- Deborah Jermy, University of Rochester, Barefaced: Ageing Female Celebrity and ‘No Make-Up’ Photography
- Spring-Serenity Duvall, Salem College. Too famous to speak: Desecration of professional athletes who use fame to protest racial injustice
- Anna Jorge, Universidade Católica, Mercè Oliva, Universitat Pompeu Fabra, Luis LM Aguiar, University of British Columbia, Leaking and offshoring: Iberian audiences react to Cristiano Ronaldo’s tax evasion

Chair: Andrea Minuz Sapienza Università di Roma

### PARALLEL SESSIONS 8 (Aula Seminari)

- Lawrence Agyepong, Ghana Institute of Journalism. The Celebrationism of Samira Bawumia, Second Lady of the Republic of Ghana
- Tomasz Olczyk, Jacek Wasilewski, University of Warsaw. Trajectories of desecration and sanctification of celebrities and celebrity politicians
- Valentina Signorelli, University of Westminster. Famous Last Words – A Comparative Focus on Resignation Speeches to Trace Contemporary European Instability: The Case of David Cameron and Matteo Renzi

Chair: Gaston Franssen, University of Amsterdam

### PARALLEL SESSIONS 9 (Aula 2)

**POP CELEBRITY**

- Carlos K. F. Cheung, The Chinese University of Hong Kong. Unfriends the pseudo-local star: Localism and the disintegration of the precarious fandom for G.E.M. Tang in Hong Kong
- Peter Rehberg, Institute for Cultural Inquiry, Eurovision’s Failed Celebrities
- Heil Reimann, Tallinn University. Soviet era celebrities: the starlight of Estonian pop singer Jaak Joala on Soviet estrada arenas

Chair: Martin Shingler, University of Sunderland

### INFLUENCERS & YOUTUBE

- Lucia Caro-Castaño, David Selva-Ruiz, Universidad de Cádiz. Making visible the non-visible: an ethnographic study about women that prescribe home and personal care goods on YouTube
- David Giles, University of Winchester. The performance of authenticity by YouTube celebrities
- Sinem Gudum, Marmara University. Influencer marketing and redefining fame in Social Media advertisements

Chair: Romana Andó, Sapienza Università di Roma

### SPORTS STARDOM

- Diana-Luiza Dumitriu, National University of Political Studies and PA, University of Bordeaux. The walk of shame as part of the sports’ success dialectics
- Spring-Serenity Duvall, Salem College. Too famous to speak: Desecration of professional athletes who use fame to protest racial injustice
- Ana Jorge, Universidade Católica, Mercè Oliva, Universitat Pompeu Fabra, Luis LM Aguiar, University of British Columbia, Leaking and offshoring: Iberian audiences react to Cristiano Ronaldo’s tax evasion

Chair: Andrea Minuz Sapienza Università di Roma

### CELEBRITY VISIONS

- Deborah Jermy, University of Rochester, Barefaced: Ageing Female Celebrity and ‘No Make-Up’ Photography
- Spring-Serenity Duvall, Salem College. Too famous to speak: Desecration of professional athletes who use fame to protest racial injustice
- Anna Jorge, Universidade Católica, Mercè Oliva, Universitat Pompeu Fabra, Luis LM Aguiar, University of British Columbia, Leaking and offshoring: Iberian audiences react to Cristiano Ronaldo’s tax evasion

Chair: Hannah Hamad, Cardiff University

### WHO RUN THE (MUSIC) WORLD? GIRLS!

- Hunter Hargraves, California State University. A Moment for Mariah: On Diva Time
- Francesca Moretti, Sapienza Università di Roma. Beyoncé in Stone Age America: How the pop star perform herself without marketing authenticity
- Annelot Prins, Freie Universität. From Awkward Teen Girl to Aryan Goddess: Taylor Swift and White Womanhood
- Tessa Reed, King’s College London. If You Had My Love: Jennifer Lopez, the Virginity Movement, and America’s Sweetheart’s Fall From Grace

Chair: Paola Bonifazio, University of Texas at Austin
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<th>2.30 pm – 4.15 pm PARALLEL SESSIONS 10</th>
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<td>DESECRATING CELEBRITY</td>
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<td>ZIGGY STARDUST &amp; PURPLE RAIN</td>
<td>NO PLACE FOR SISSIES*: CELEBRITY AND THE AGING FEMALE BODY</td>
<td>THE UPS AND DOWNS OF FAN-STAR RELATIONSHIPS</td>
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<td>Caroline Bainbridge, University of Roehampton, Who will fix it for us? Toxic celebrity and the therapeutic dynamics of media culture</td>
<td>Camila Cornutti Barbosa, FSG, Susan Liesenberg, ESPM São Paulo, YOU'RE THE FAMOUS WHO? Reflections about sub-celebrities and the dichotomy of a word</td>
<td>Kirsty Fairclough, University of Salford, Purple Reign – Prince, Fandom and the search for Celebrity Authenticity</td>
<td>Antonia Velikova, University of Edinburgh, Ashes to Ashes: David Bowie and the Spectacle of Celebrity Death</td>
<td>Georges-Claude Guilbert, Université Le Havre Normandie, Age, Gender and Politics: the uncommon case of Brigitte Macron</td>
<td>Anita Biressi, University of Roehampton, Paying the price: the gendered economics of celebrity downfall</td>
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<td>Barry King, Auckland University of Technology, Defacement, creative mayhem and the mask of celebrity</td>
<td>Moya Luckett, Bournemouth University, Pretty Wild: Celebrity and/as Failure</td>
<td>Sean Redmond, Deakin University, David Bowie As Cameo</td>
<td>Brenda R. Weber, Indiana University, Flipping the Scripts on Gender, Sexuality, and Aging: Grace and Frankie and Orgasms on Demand</td>
<td>Duyan Yektanurşin, Ankara University, A “Touchable” Star: The Changing of Fan-Star Relationship in Yeşilçam Period</td>
<td>Gaston Franssen, University of Amsterdam, Institutionalizing Anne Sexton: Literary Celebrity, Gender, and Popular Psychopathology</td>
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<td>Chair: Ruth Deller, Sheffield Hallam University</td>
<td>Chair: Misha Kavka, University of Auckland</td>
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4.15 pm – 5.15 pm PLENARY
PhD Contest Award: Rosemary Oyinlola Popoola, Covenant University, Interrogating the Nigerian Public Perceptions of Celebrity Advocacy on Women’s Rights (via Skype)

FINAL REMARKS