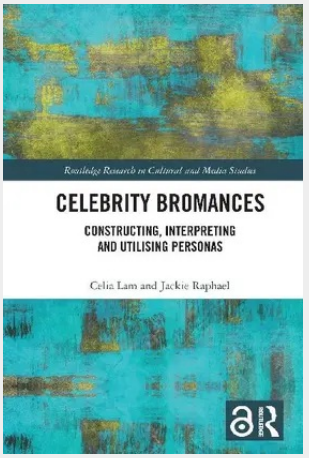
Lam / Raphael

Celebrity Bromances

Constructing, Interpreting and Utilising Personas

This comprehensive work presents a thorough exploration of celebrity ‘bromances,’ interrogating how bromances are portrayed in media and consumed by audiences to examine themes of celebrity persona, performativity, and authenticity. The authors examine how the performance of intimate male friendships functions within broadly ‘Western’ celebrity culture from three primary perspectives: construction of persona; interactions with audiences and fans; and commodification. Case studies from film and television are used to illustrate the argument that, regardless of their authenticity (real or staged), bromances are useful for engaging audiences and creating an extension of entertainment beyond the film the actors originally sought to promote. The first truly interdisciplinary study of its kind, this book will be of great interest to scholars and students of communications, advertising, marketing, Internet studies, media, journalism, cultural studies, and film and television.

This book presents a thorough exploration of celebrity 'bromances,' interrogating how bromances are portrayed in media and consumed by audiences to examine themes of celebrity persona, performativity, and authenticity.



69,60 €
69,60 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780367554002
Medium: Buch
ISBN: 978-0-367-55400-2
Verlag: Routledge
Erscheinungstermin: 29.01.2024
Sprache(n): Englisch
Auflage: 1. Auflage 2024
Serie: Routledge Research in Cultural and Media Studies
Produktform: Kartoniert
Gewicht: 254 g
Seiten: 158
Format (B x H): 156 x 234 mm

Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)