

abstracts

Frida and the industrialisation of culture..... 23

NÉSTOR GARCÍA CANCLINI

Taking into consideration commemorations of the one hundredth anniversary of the birth of Frida Kahlo (1907-1954), Néstor García Canclini reflects on the industrialization of culture, problematizing questions including the relations between high culture and non-erudite cultural and artistic expression. Analyzing the specific example of this Mexican artist and the influence of her art work on several facets of society and culture, the author proposes discussing the choices of the exhibition promoters, the concrete materialization of the popular fridomania, the media's role, the game between work and biography, represented history and the constructed story before concluding with a special focus on the reasons drawing the public to this painter's work.

Keywords: *Frida Kahlo, Culture industries, Publics, Mediatic construction*

Recognising fan love: understanding the relationships
between media personalities and common individuals 29

LÍGIA LANA

The aim of this paper is to understand the ways fans recognize media figures. In the contemporary age of celebrity, the fan engages in the midst of a broader process of recognition, which creates a special kind of relationship. The paper is theoretically structured around two questions: the first investigates the recognition process. Following Axel Honneth, the article seeks to overcome a definition that limits such recognition to marginalized group struggles. In a second step, we examine how the fan is integrated into the broader process of celebrity recognition. The fans, by turning certain characters into idols, create a strategic community that consolidates the recognition of public figures.

Keywords: *Recognition, Fan, Axel Honneth, Public figures*

Young audiences and fans of celebrities in Portugal 47

ANA JORGE

In this article, we explore young people's diverse relationships with celebrity culture in Portugal. We argue that celebrity as an object and young people as audiences require us to look beyond fans and further analyse the tangential audience positions taken by young people, highlighting the contestation of the cultural meanings and the value of celebrity within youth culture. Young people's attitudes and opinions towards national and global celebrity culture reflect their broader media consumption and cultural habits, which in turn are influenced by families, gender and age. This work is based on fieldwork conducted in 2009/2010, consisting of individual and group interviews of 46 young people, aged 12 to 17, from different social backgrounds and fans of different celebrities, questioned about their daily life, media consumption and opinions about celebrity status.

Keywords: *Celebrities, Youth, Audience, Fans, Global culture, Popular culture*

The new celebrities in TV studios:

the primacy of opinion of a journalist elite 61

FELISBELA LOPES

Opinion slots on Portuguese news programs belong to journalists. While during the 1990s politicians were most often those requested to participate in television debates, the guest screening process seems to have undergone some changes in the first decade of the 21st century. Now, it would seem that journalists, particularly those engaged in management functions inside and outside of media organizations, are the group most frequently invited to appear on television. We are not, however, referring to a large group here – quite the contrary. Actually, each network seems to have its own list of selected names and relies on them to discuss a wide range of issues. In turn, those journalists, although not belonging to the inviting network, remain loyal to certain media organizations. It is in amongst this sort of brotherhood, selected out of a journalistic elite, that a narrow agenda-setting process has developed around the topics discussed, consequently creating a spiral of silence in which specialists and relevant viewpoints self-replicate. This small group of journalists, with privileged access to news media studios, has thus transformed itself into a group of mediatic celebrities, keen on discussing all sorts of issues.

Keywords: *Television news, Guests, Television studio brotherhood*

Diana, the hunted 'goddess': re-watching *The Queen* (2006) 83

MIGUEL ALARCÃO

Thirty years have elapsed since the marriage of Charles, the Prince of Wales, and Lady Diana Spencer (1961-1997), a celebrity who still inspires countless blogs and

websites. Bearing in mind William's recent marriage to Kate Middleton, remembering and reassessing Diana seems appropriate particularly as the engagement ring offered by the prince once belonged to "England's Rose", as the mass media, and 'the socialite press' in particular, have widely stressed. Focusing on the deer-stalking sequence in the film *The Queen* (2006), directed by Stephen Frears, this article comments upon the fictionalization of the reactions and behaviour of Elizabeth II and Prince Philip to the death of "the People's Princess".

Keywords: *Princess Diana, "The People's Princess", The Queen (film), The british royal Family*

"A face as well known as our own":

the construction of the public image and the idolatry of Madonna 99

PATRICIA CORALIS

This work discusses the process of constructing and affirming the public image and the idolatry of the North American singer Madonna, based on the hypothesis that the images broadcast by the cultural industry wield great power over the formation of the public's subjectivity. We propose that analysis of the way the artist is presented in the media is fundamental to understanding her success and the perceptions/reactions of her fans, reaffirming her as a significant personality in the context of Western society.

Keywords: *Cultural industry, Mass communication, Idolatry, Representations, Public image, Biography*

Don Draper, avatars and twittertainment:

the behaviour of TV fans in a trans-mediatic era 117

SHERON NEVES

*This article examines the behavior of TV fans in the current transmedia environment, based on the case of the American television series *Mad Men* and the transformation of the character of Don Draper into a celebrity. We look at the impact of the ongoing cultural changes on the marketing strategies of content producers, as media converge and fans appropriate characters and brands for their own narrative purposes. As fans are constantly invited to immerse in imaginary universes, the frontier between reality and fiction becomes blurred. It is thus essential to understand these new fans, who chat with fictional characters on Twitter, reinvent themselves through avatars and are obsessed with their image on social media platforms.*

Keywords: *Fan behavior, Mad Men, Avatars, Social networks, Transmedia, Marketing*

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News as a blurred genre: the contemporary transformation of journalism..... 139

MICHAEL SCHUDSON

In recent times, journalism has been subject to significant transformations, resulting from a cultural context where news, newsrooms and journalists have had to learn how to deal with the new concepts, practices and uncertainties brought about by the digital era. Defining the journalistic profession, or even defining news as a journalistic genre, has become an extraordinarily complex task, at a time when new models of understanding are required to grasp the meaning of what has been, what is now, and what journalism might become in the near future. In this article, Michael Schudson analyzes some of the ongoing transformations, suggesting a set of features he conceives as determinant in the blurring of borders that has become a defining trait of contemporary journalism principles and practices. While safeguarding a number of questions and doubts, the author goes on to conclude optimistically that this new emerging journalism has revealed itself more cooperative, less hierarchical, more efficient and, especially, closer to its audience.

Keywords: Journalism, News, Newsroom, Blogs, News organizations, Audiences

Writing image in the name of war in *Nostalgia* by Maria Lusitano: when the colony showcases the metropolis..... 151

ANA CRISTINA CACHOLA

This article discusses the role of contemporary art in representing and (re)shaping the Portuguese cultural identity in its relationship with the Colonial War and the Portuguese Empire. Departing from the video artwork Nostalgia, by Maria Lusitano Santos, this papers aims to consider the function of archive images in revising the recent Portuguese past, within which the Colonial War plays a pivotal role. Nostalgia restores an acceptance (of the invisibility) of this conflict, nevertheless intrinsically denied by the very creative action that confers visibility on such questions.

Keywords: Contemporary art, Colonial War, Portuguese cultural identity