



Becoming Brands: Celebrity, Activism and Politics (Paperback)

By Jackie Raphael

Waterhill Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Becoming Brands: Celebrity, Activism and Politics explores how celebrities form their brand identities and employ them to enact political, social, and economical change. The book examines the intricate interrelations between power, persona, activism, philanthropy and feminism. Key questions examined by the authors are: how celebrity personas are deployed in on-and-off screen contexts; how on-and-off screen activity impacts on celebrity brand identities; and how consistent messages are conveyed. These questions are explored through case studies including global celebrities such as Angelina Jolie, George Clooney, Miley Cyrus, Emma Watson, Taylor Swift, Donald Trump, Clint Eastwood, Freddie Mercury, and Paul Newman. Additionally, national perspectives are included through exploration of Polish rock-star-turned politician Pawel Kukiz, and feminist Turkish character Driver Nebahat. The aim of this book is to investigate the co-dependent relationship of fame and activism. Whether it is celebrities bringing attention to activism or activists gaining fame, their brand identities can make a difference.

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