

Performing Artists Consumption of Celebrity Entertainment TV News Shows: Relations to the Desire and Perception of Fame

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Abstract : Celebrity entertainment TV news shows such as Access Hollywood, Entertainment Tonight, E! News, etc., have remained extremely popular. While the effects of these shows have been examined in academic literature on various sample populations, the effects have rarely been examined on a sample population of performing artists in the entertainment field. The present research investigates how the consumption of these shows influence the desire for fame and the perception of fame among active performing artists. Two separate chi-square analyses were conducted to yield the following results: 1) as the viewing of these shows increases, the overall desire for fame also tends to increase; 2) performers who believe that these celebrity entertainment TV news shows frame fame positively are more likely to perceive fame as a positive achievement overall. Thus, the results of the second finding are consistent with second-level agenda-setting theory. Limitations and suggestions for future research are also discussed.

Keywords : celebrity, entertainment, fame, performers

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