OBJECTIVES:

Like all things misleadingly attractive, the title of this course cannot offer, much less promise, celebrity, fame, or fortune. On the contrary, its boldest intention is to dissuade you in their pursuit as ends in themselves. As an exercise in the sociological imagination, the course aims to help students think more carefully about the nature of public memory as an historically rooted means of defining what we believe is most important about ourselves as individuals and as members of groups. The hardly inconsiderable and now global fascination with celebrity, fame, and fortune may be among America’s greatest export industries ever invented. Not only people, but also things possess social meanings and qualities that are best understood through an examination of the sociological concept of status, which is defined most generally as the relative ranking (by whatever criteria) of individuals in relation to one another. This course will address those criteria from a variety of historical and social-scientific perspectives. Students will be asked to think and write about the ways in which the concept of status operates in a variety of social contexts, from content analyses of obituary columns to assessments of the nature of leadership in major institutions such as schools and the three branches of government. A basic grounding in sociological ideas and arguments will be followed by many types of examples that illustrate and deepen how we are to understand the excitements and vagaries of celebrity, fame, and fortune.

REQUIRED TEXTS:

Braudy, Leo
The Frenzy of Renown: Fame and Its History

Brim, Orville Gilbert
Look at Me! The Fame Motive from Childhood to Death

Cooper, Andrew F.
Celebrity Diplomacy

Cowen, Tyler
What Price Fame?

Nayar, Pramod K.
Seeing Stars: Spectacle, Society and Celebrity Culture

Solove, Daniel J.
The Future of Reputation: Gossip, Rumor, and Privacy on the Internet
COURSE REQUIREMENTS:

Class Attendance: All students are expected to attend class. Class attendance will be taken at different times throughout the semester. If your name is absent from more than two rosters, your final grade will automatically be dropped by one-third (e.g., A-becomes a B+; B+ becomes a B, etc.)

Examination: The Take-Home Exam is open-book.

A. FINAL PAPER (in form of a Take-Home Exam): Due at the end of exam period. (Distributed at the last class.)

Papers: (All written assignments, including examinations, must be typewritten. They must be submitted by email to me, which will serve as proof that an assignment has been submitted on time. All late assignments will be penalized without exception, unless an excuse has been given. No excuse can be given 24 hours before any assignment is due, so don’t ask.

1. Status and Its Vicissitudes (5-8 pages)

DUE: October 7.

2. Application of Concepts to Content (8-10 pages)

Select either PAPER A, B or C (See Discussion of Application of Concepts to Content)

PAPER A: Content Analysis of Types of Celebrity and Fame in Obituaries

PAPER B: A Tabloid Primer: An Analysis of Content

PAPER C: Pathologies of Notice: A Summary of Readings

DUE: November 4.

COURSE OUTLINE AND READING ASSIGNMENTS

September 9: NO CLASS:
Part One: Sociological and Historical Approaches to Status and Its Vicissitudes

September 13: Explanation of objectives of the course.

Leszek Kolakowski, “On Fame” (Distributed in class)

Defining Status, Prestige and Esteem as Elements of Fame


Part Two: Celebrity as Commodity, Industry and Business

September 30: The Functions of Publicity


October 4: Marketing, Co-optation, Selling Out


**October 7: FIRST PAPER DUE**

October 12: Celebrity Culture


October 14: Nayer, *Seeing Stars*, chs. 4, 5, Conclusion

October 18: James Bowman, “Everybody is Familiar” *The New Criterion*, Vol. 27, No. 8, April 2009, pp. 56-60. (e-reserve)


**Part Three: Pathologies of Celebrity, Fame, and Fortune**


November 1:  Fame’s Misfortunes


**Part Four: Social Science Perspectives on Celebrity, Fame, and Fortune**

November 4:  An Economic Approach: Markets and Fame

Tyler Cowen, *What Price Fame?*

**SECOND PAPER DUE**

November 8:  Legal Perspectives and Implications

Alan Story, “Owning Diana: From People’s Princess to Private Property” (e-reserve)

November 11:  A Psychological Approach: The Difficult Celebrity and the Abnormal Fan

November 15: A Political-Philosophical Approach: Fame and Founding

Douglass Adair, “Fame and the Founding Fathers,” in *Fame and the Founding Fathers: Essays by Douglass Adair*, pp. 3-36. (e-reserve)

**Part Five: Fame, Cross-Over, and the Evolution of Notice**

November 18: Andrew F. Cooper, *Celebrity Diplomacy*


November 22: The Cult of Notice and Its Handlers

Screening of Segments of *No Direction Home*


December 6: The Democratization of Good and Bad Reputation

Daniel J. Solove, *The Future of Reputation: Gossip, Rumor, and Privacy on the Internet*

December 9: Distribution of Take-Home Final (Due at end of exams)

**Important Dates:**

October 7: First Paper Due
November 4: Second Paper Due (Topics A, B, or C)
December 9: Distribution of Take-Home Final
Discussion of Application of Concepts to Content (2nd Paper Assignment, Due, Nov 4)

For the second paper, you are asked to choose one of the three topics listed below as Paper A, B, or C. In each assignment, I have also included some further supplemental readings (all on e-reserve) that are intended to provide additional ways to frame your analyses. Do not hesitate to contact me with any questions about this assignment. The paper should be no longer than 8-10 pages.

**PAPER A: Content Analysis of Types of Celebrity and Fame in Obituaries**

This paper requires that you analyze at least 5-10 obituaries of famous people in order to analyze the nature of their fame and/or celebrity. You should be looking for ways to apply concepts, theories, and arguments from the course to analyze what such accounts at death reveal about how fame was achieved (and, if appropriate, lost); what types of achievements merited recognition; what accounts are provided that offer some indication of the extent of fame; etc. In addition to the use of course readings, the following articles may also be of use:


**PAPER B: A Tabloid Primer: An Analysis of Content**

This paper requires that you analyze at least three different (supermarket) “tabloid” newspapers that offer specific accounts of the lives of celebrities. An examination of these accounts should include specific descriptions of what these various articles have in common, that is, what are some of the basic themes that underlie why attention is being given to them? How do such accounts reflect “the public interest”? In what ways can you draw a line between advertising and exploitation, between news and entertainment, between fascination and cruelty; and between titillation and moral scrutiny? In addition to the use of course readings, the following articles may also be of use:


PAPER C: Pathologies of Notice: A Summary of Readings

This paper requires that you summarize and analyze a selection of those readings assigned in Parts Three and Four of this course. You should focus on aspects of the readings that have not already been discussed in class, and you should formulate your own theses about the pathological nature of celebrity, fame, and fortune. In addition to the use of course readings, the following articles may also be of use:
