



**THURSDAY, OCTOBER 23  
HUNT UNION  
WATERFRONT  
7:00PM**

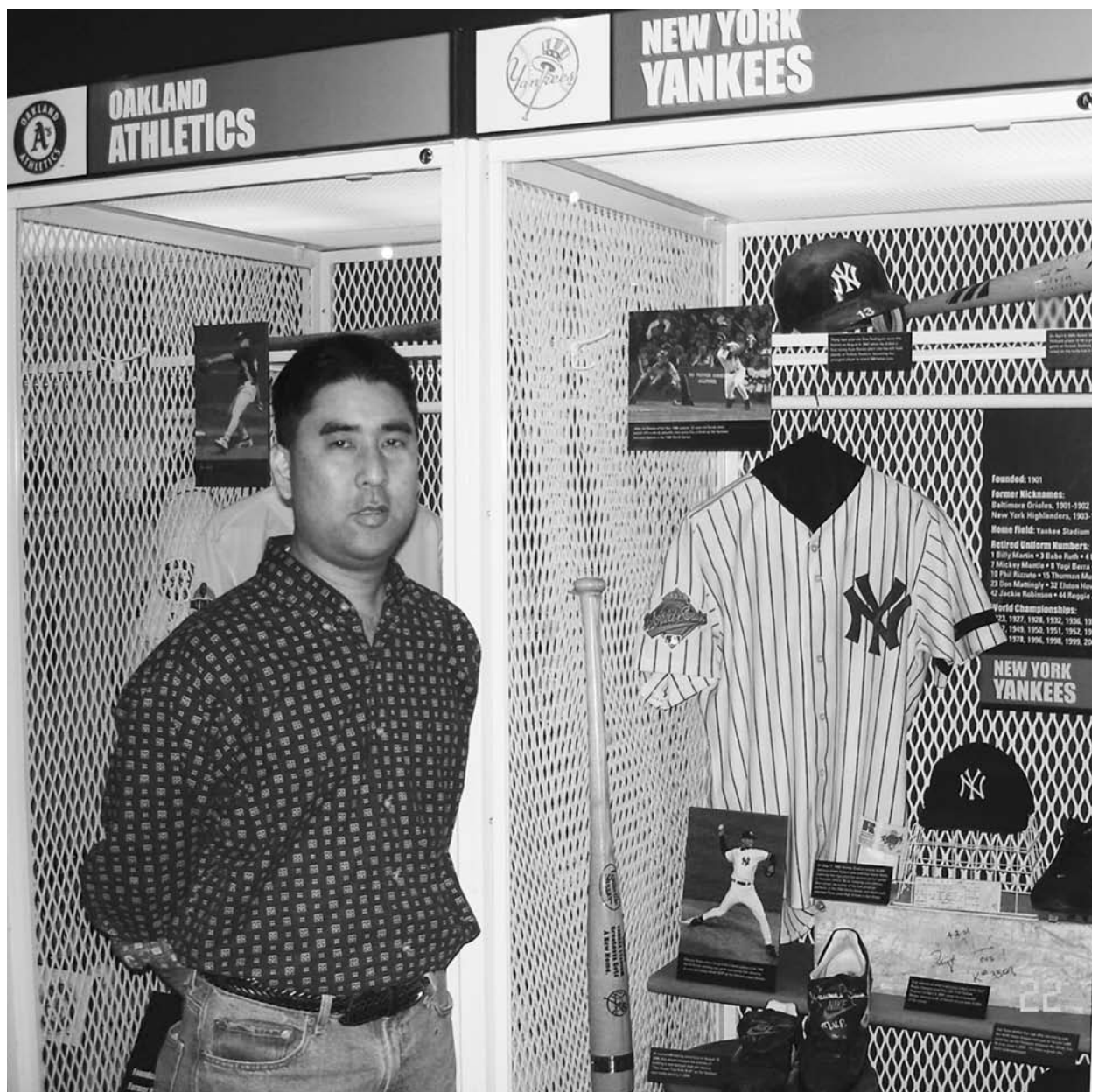
*Extraordinary Lectures with Refreshments*

# **DR. JON ARAKAKI**

**DEPARTMENT OF COMMUNICATION ARTS**

## **“STARS—THEY’RE JUST LIKE US!: THE MASS MEDIA AND CELEBRITY”**

“The lecture will explore the role of the mass media in the creation of “celebrities.” In the 1960s, historian Daniel Boorstin claimed that “images and appearances” had become more important than the “substance of a message.” He argued that in the twentieth century, celebrity “is the quintessential media pseudo-event” and that “all celebrities are interchangeable.” Forty years later, this sentiment still holds true. In the 21st century, it appears that celebrities have replaced traditional heroes and role models in American society. With the popularity of reality television and Internet sites such as YouTube, the term “overnight sensation” has taken on a new meaning. The lecture will conclude with an open forum discussion on why people want to be celebrities, who and what is a celebrity in the 21st century, and what this “celebrity culture” means for future generations.”



**FAMOUS LAST WORDS** is a program in which a faculty or staff member has been nominated by Omicron Delta Kappa to present their “last lecture.”



**For information**  
607-436-3013  
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