

INTERNATIONAL CONFERENCE

# CELEBRITY *and* CRISIS CELEBRITY *in* CRISIS

May 11-13, 2021 | Rimini - Bologna

## PROGRAMME



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

DIPARTIMENTO DELLE ARTI

DIPARTIMENTO DI SCIENZE  
POLITICHE E SOCIALI

DIPARTIMENTO DI  
SCIENZE PER LA QUALITÀ DELLA VITA



CoMediaS



LA SOFFITTA

## TUESDAY, 11 MAY

### 14.30 ( 2.30 p.m) INSTITUTIONAL GREETINGS

**14.45 (2.45 p.m) INTRODUCTION** Antonella Mascio (University of Bologna), Roy Menarini (University of Bologna), Sara Pesce (University of Bologna)

### 15.00 – 16.00 (3 p.m – 4 p.m) KEYNOTE ADDRESS

Cornel Sandvoss (University of Huddersfield) - *Fanization and Populism: The Role of Jeremy Corbyn Fandom in the UK 2019 General Election*

Discussant: Donatella Campus (University of Bergamo)

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## 16.00 – 18.30 (4 p.m – 6.30 p.m) PARALLEL PANELS 1 AND 2

### PARALLEL PANEL 1: Politics/Political Leaders as Celebrities

**Chair: Giovanni Boccia Artieri (University of Urbino)**

Claudia Cantale (University of Catania) - *Giuseppe, a Bad Guy. Empirical Research on Premier's Stan Account*

Giampaolo Proni (University of Bologna) - *The face Mask As a Medium in Political Communication: The Case of Matteo Salvini*

Marco Mazzoni (University of Perugia), Roberto Mincigrucci (University of Perugia) - *The Pandemic and the Celebrity: How do Political Leaders Structure Their Visibility on Facebook in the Era of Covid 19?*

Maria Skivko (Samara University, Russia) - *Celebrity and Sustainable Discussion: Types of Opinion Leaders in the Time of Environmental Crisis*

Giovanni Daniele Starita (University of Perugia), Tommaso Trillo (The Hebrew University of Jerusalem) - *"Happy Monday Friends! Coffee?" Matteo Salvini, Good Morning Selfies, and the Influencer Politician*

### PARALLEL PANEL 2: Shifting Celebrities

**Chair: Lucio Spaziante (University of Bologna)**

Gabriele Marino (University of Turin), Bruno Surace (University of Turin), Silvia Barbotto (University of Turin), Cristina Voto (University of Turin) - *Between Smiles and Tears: Facing Celebrity Crisis*

- Gabriele Marino - *Kanye West's Smile*
- Bruno Surace - *Cultural Semiotics of Cinematic Deepfakes*
- Silvia Barbotto, Cristina Voto - *Venus in Semiotic Fur: The Transfigured Face of Beauty*

Roberta Casale (University of Roma Tor Vergata) - *Imperfect Advertising. New Celebrities and Unusual Facets of the Aesthetic Paradigm.*

Stefano Marino (University of Bologna), Anna Preti (University of Bologna) - *Are Philosophical "Celebrities" a Symptom of a Philosophical Crisis?*

Ines Tolic (University of Bologna) - *Theory, Practice, and (Archi)Stars*

## WEDNESDAY, 12 MAY

### 10.00 – 12.30 (10 a.m – 12.30) PARALLEL PANELS 3 AND 4

#### PARALLEL PANEL 3: Covid-related Celebrity Culture

**Chair: Claudio Bisoni (University of Bologna)**

Lukasz Swiatek (University of New South Wales, Sidney, Australia) – *Celebrity, Wellbeing and Comfort: Detractors and Contributors During the SARS-CoV-2 Pandemic Crisis*

Orazio Giancola (University of Rome), Martina Visentin (University of Padova) - *Between Surface and Depth. Reflection on Celebrity Consumption and Cultural Practices of Young People During the First Wave of CoV-2*

Paola Brembilla (University of Bologna) - *The Rise of Alessandro Barbero. From Historian to (Accidental) Internet Celebrity During Italy's Lockdown*

Simona Castellano (University of Salerno), Luca Bifulco (University of Napoli), Mario Tirino (University of Salerno) - *The Star and the Virus. Football Celebrities and the Self-narrative of Contagion on Social Media*

Elisa Farinacci (University of Bologna) - *Cooking@Home: Italian Celebrity Chefs Responses to the COVID-19 Pandemic*

Ioanna Vovou (University of Athens, Greece) - *The 'New Heroes' of the Covid 19 Era*

Leonardo Campagna (University of Roma) - *To Hold Together: Pop Music During Covid-19*

#### PARALLEL PANEL 4: Public Roles / Public Personae in Celebrity Culture

**Chair: Fabio Cleto (University of Bergamo)**

Anna Samelova (University of Bratislava, Slovakia) - *A Brilliant Celebrity with a Controversial Public Role*

Nicola Bozzi (Independent Researcher ), Stefano Brilli (University of Urbino) - *Branding the 'Bandito Influencer': Studying Cross-Platform Fame and Deviance in the Cases of Er Brasiliano and 1727Wrld Star*

Stefano Cavalli (University of Parma) – *Celebrities and Sars-Cov-2: Philanthropic Messages/Action, Public Position*

Alfonso Amendola (University of Salerno), Jessica Camargo Molano (International Telematic University UniNettuno, Rome) - *Celebrities and Ecology: When Reforestation Becomes a Competition To Show Who Is Richer*

Claudia Capelli (University of Bologna), Chiara Gius (University of Bologna) - *"They Are Here For You." Exploring the Interconnections Between Celebrity Culture and the School Strike for Climate Movement.*

Alexandra Budabin (Free University of Bolzano), Lisa Ann Richey (Copenhagen Business School) - *Batman Saves the Congo: How Celebrities Disrupt the Politics of Development*

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12.30 – 14.00 (12.30 – 2 p.m) LUNCH

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**14.00 (2 p.m) EDITORIAL PRESENTATIONS**

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**14.30 – 17.00 (2.30 p.m – 5 p.m) PARALLEL PANELS 5 AND 6**

**PARALLEL PANEL 5: Celebrity/Stars and Crisis in Film and Television**

**Chair: Michele Fadda (University of Bologna)**

Ylenia Caputo (University of Bologna) - *"Ask Me a Question." Italian Teen Celebrities Hanging Between Authenticity and Fiction*

Luca Antoniazzi (University of Bologna), Luca Barra (University of Bologna), Giulia Muggeo (University of Torino), Mariapaola Pierini (University of Torino), Francesco Pitassio (University of Udine) - *The Covid-19 Crisis and Its Impact on Italian Film and Television Performers*

- Luca Antoniazzi, Luca Barra - *The Impact of Covid-19 on Television Actors. Challenges and Redefinitions on TV Celebrities and "Below-the-liners"*
- Giulia Muggeo, Mariapaola Pierini - *Stand Up for Your Rights! The Role of Italian Celebrities in the Debate for Actors' Legal and Contractual Recognition During the Pandemic*
- Francesco Pitassio - *What Am I Doing Here? The Economy of Prestige, Film Awards and Self-Promotion at the Times of Covid-crisis*

**PARALLEL PANEL 6: Celebrities' Identity Crisis and Body Politics**

**Chair: Valentina Re (Link Campus University)**

Chiara Checcaglini (University of Bologna), Maria Elena D'Amelio (University of San Marino), Lucia Tralli (University of Napoli) - *Bodies in Crisis: Women and Body Positivity on Social Media*

- Chiara Checcaglini - *Bodies, Beauty, Brands: Merging Personal and Professional Identities Online*
- Maria Elena D'Amelio - *Brand Mom: Celebrities, Body Positivity, and Commodified Motherhood*
- Lucia Tralli - *"It is not about Beauty... or is it?" Body Positivity, Affective Labor and Authenticity*

Maegan Stracy (Parsons School of Design in New York City) - *Illegally Blonde: Performing Femininity in the 21st Century Courtroom*

Nomvuyo Nxele (University of Pretoria) - *The Derision of the Black Female Celebrity: The Case of Rihanna*

Cosana Eram (University of the Pacific, California) - *Body Politics and Celebrity in Crisis*

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**17.30 – 18.30 (5 p.m – 6.30 p.m) KEYNOTE ADDRESS**

Suzanne E. Ferriss (Nova Southeastern University, Florida) - *Celebrity in Crisis in Sofia Coppola's Cinema*

Discussant: Leonardo Gandini (University of Bologna)

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## THURSDAY, 13 MAY

**10.00 – 12.30 (10 a.m – 12) PARALLEL PANELS 7 AND 8**

### **PARALLEL PANEL 7: Celebrity and Social Media**

**Chair: Francesca Pasquali (University of Bergamo)**

Aidan Moir (York University) – *Covid, Consumer Culture, and the Contradictions of Celebrity Social Media Campaigns*

Floriana Bernardi (Independent Scholar), Enrica Picarelli (University of Bologna) – *Passions Will Save Us: Chimamanda Ngozi Adichie's Instagram Persona Before and After the Covid Pandemic*

Giovanni Ciofalo (Sapienza University of Rome), Silvia Leonzi (Sapienza University of Rome), Lorenzo Ugolini (Sapienza University of Rome) – *"No longer and not yet". The Social Celebrities During the Pandemic, Between Transformation and Resilience*

Mahmoud Farhadimahali (Allameamini University), Ali Farhadimahali (Islamic Azad University of Gorgan) – *Circulation of Celebrity Culture on Social Media Studying the Reactions of Iranian Celebrities and Their Fans to Covid-19 on Instagram*

Geraldina Roberti (Dell'Aquila University), Ariela Mortara (IULM, University of Milano) – *Too Bad They Are Influencers. The Figure of the Influencer in the Covid-19 Crisis*

### **PARALLEL PANEL 8 – Fashion and Celebrity**

**Chair: Marco Pedroni (eCampus Novedrate University)**

Pamela Church Gibson (London College of Fashion) - *Celebrity Footballers in a Time of Crisis: From Fashion Victims to Social Campaigners*

Nadica Maksimova (University of Bologna) - *Let's Talk About the Crisis. The New Types of (Fashion) Influencers – Sustainability First!*

Flavia Piancazzo (University of Bologna) - *Dressed Like a Goddess. The Crisis of the Ethics Restarts From Celebrities' Reproduction of Religious Costumes.*

Monica Sassatelli (University of Bologna) - *Marx's coat, Diderot's dressing gown, De Beauvoir's chignon: what fashion tells about intellectual celebrities*

Milan Hain (Palacký University, Czech Republic) - *From Shy Tomboy to Queer Icon: Kristen Stewart and Embodying/Overcoming Anxiety in Contemporary Hollywood*

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**12.30 – 14.30 (12.30 – 2.30 p.m) LUNCH**

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**14.30 – 15.30 (2.30 p.m – 3.30 p.m) KEYNOTE ADDRESS**

Eugenia Paulicelli (Queens College & The Graduate Center, The City University of New York) - *Between Harlem and Florence: Translating Cultures in Dapper Dan and Gucci in a time of Crisis*

Discussant: Pamela Church Gibson (London College of Fashion, University of the Arts)

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**16.00 (4 p.m) CONFERENCE CLOSING**

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**16.30 (4.30 p.m) END OF THE CONFERENCE**