

CELEBRITY CULTURE

Primer Resource 6 of 12

Welcome to the Primer Series. Here, you will find the weekly Primer article and some curated resources to extend your learning.

Do societal forces influence celebrity culture or does celebrity culture influence society? Let's explore the relationship between celebrity culture and society in this issue.



Scan or click on the QR codes to access the primer articles.



In this issue, we will:

- learn about celebrity culture and its evolution;
- examine how societal forces have shaped celebrity culture, as well as how it has in turn influenced society; and
- explore what celebrity culture reveals about society.

Scan or click on the QR codes below to access the links.

What is 'Celebrity Culture'?

Have there always been celebrities? Are we more obsessed with celebrity culture now than in the past? Watch this video on a brief history of celebrity culture.



How the Internet Changed Fame and Celebrity

Read this article to find out how the Internet changed the notion of fame and celebrity.



The Impact of Celebrity Culture

What does the Chinese government's tighter control over the entertainment industry tell us about the impact of celebrity culture? Read this article to find out more.



Scan or click on the QR codes below to access the links.

As you read these articles, consider the following:

- To what extent does celebrity culture have a negative impact on society?
- How far do you agree with the perspectives shared, and how does each writer's view support or challenge the others?

The Power of Celebrity Fandoms

Sun argues that although all-consuming fan support for celebrities can be harmful, celebrity fandoms can be a force for good.



Celebrity Transformations

Peters argues that our obsession with celebrity transformations is ruining our self-esteem.



Celebrity Activism - Boon or Bane?

Budabin and Richey argue that while celebrities may be well-intentioned in their activism, their efforts may sometimes fall short.



EXTEND YOUR UNDERSTANDING: RESOURCES FOR BLENDED LEARNING

Scan or click on these QR codes for more information.

Why celebrities are
the target of hate
and negativity



<https://go.gov.sg/2022/primers-hate-and-negativity>

The rise of virtual
celebrities



<https://go.gov.sg/2022/primers-virtual-celebrities>

Why society should
have better
celebrities rather
than no celebrities



<https://go.gov.sg/2022/primers-better-celebrities>

Celebrity culture's
influence on young
people



<https://go.gov.sg/2022/primers-celebrity-culture>

RELATED SLS LESSONS

Influencer
Marketing



<https://go.gov.sg/influencer-marketing>

Popular
Culture



<https://go.gov.sg/popular-culture>

OTHER ST RESOURCES

ST GP
RESOURCES



<https://go.gov.sg/st-gp-resources>

ST IB
RESOURCES



<https://go.gov.sg/st-ib-resources>



ST-MOE NEWS OUTREACH PROGRAMME 2023 PRIMER TOPICS

- 20 Mar [Resource Scarcity, Climate Considerations and Implications on Geopolitics](#)
27 Mar [Budget 2023](#)
3 Apr [Wildlife Conservation](#)
10 Apr [The Value of International Sporting Competitions Today](#)
17 Apr [Regulation of Medical Technology](#)
8 May [Fame and Celebrity Culture](#)
15 May The Search for Authenticity in an Interconnected World
22 May Strengthening Intergenerational Bonds
17 Jul Words Matter: Language and Power
24 Jul The Place of Museums Today
31 Jul The Sharing Economy
7 Aug Doing Good



Take part in **FUTURE FORECAST** A storytelling competition jointly organised by Temasek and The Straits Times

- Submit a short essay, an illustration or a video on how you picture the future in 30 years.
- Your entry should be based on one or more of these themes: digitisation, longer lifespans, sustainable living, and the future of consumption.
- A total of 20 winners will be selected from two categories:
 - 10 from secondary schools, junior colleges or their equivalent, and IP or IB schools; and
 - 10 from institutes of higher learning.
- Winners will each receive a cash prize of \$1,000 and get the opportunity to attend workshops conducted by ST and Temasek.
- The student behind the entry with the most public votes from each category will win an iPad Pro.
- Entries must be submitted by July 31.



<https://go.gov.sg/futureforecast-competition>

**Scan or click on the QR code
for ideas, prompts and
competition details.**

ST-MOE NEWS OUTREACH PROGRAMME 2023

WEEK 5 READING CHAMPS!

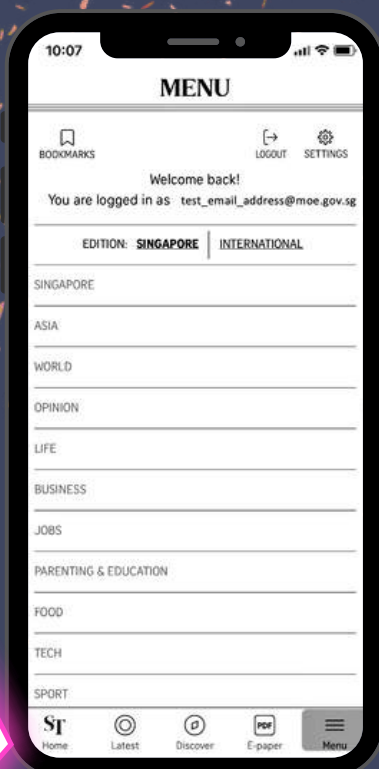
Teng Qing Wen	ASRJC	Claris Yap	NUS High
Tan Yu Fei	ACJC	Sonakshi Nag	RI
Tay Yong Xian	ACS(I)	Cadence Lim Tong Xuan	RVHS
Ryes Seah Xin Yi	CJC	Sammuel Himawan	SAJC
Heng Yi Wang	DHS	Dominique Ru-En Cooper-Kuok	SOTA
Low Enya	EJC	Low Yu Yenn	SSP
Wang Zhihuan Felix	HCI	Bernice Khoo Chie Hui	SJI
Phue Myet Che Oo	JPJC	Poh Xuan Lei	TMJC
Wong Lin Hui	MI	Jasmine Stephanie	TJC
Tan Wei Ming Noel	NYJC	Selvamuthu Kumar Meenakshi	VJC
Chong Ruolin	NJC	Ip Xu Zhi	YIJC

ACCESS TO PREMIUM ARTICLES

**Scan or click on
the QR code for
step-by-step
instructions on
how to log in to
ST Online.**



<https://sgp.gov.sg/2023/online-log-in-guide>



READING CAMPAIGN

Organised in conjunction with the Primer season
(over 12 weeks from 20 March to 7 August)

PRELIMINARY ROUNDS

- One winner per school per week*
- Winners are determined based on the total number of articles read in each week.
- Each winner will receive a prize from SPH Media Limited.

*Past winners will not be eligible in the following weeks but will qualify for the final round.

FINAL ROUND

- The top three students who read the most articles over the 12 weeks will be identified from the weekly winners and they will receive attractive prizes from SPH Media Limited!
- The school with the highest average number of articles read during the Primer season will also be announced at the end of the campaign.