

Celebrity Beauty

People have become more sensitively think about ourselves beauty, the idea of how we would like others to see us, especially, celebrities have much more concerns for this issue. Celebrity should pay attention on their ideal image on public sphere, “beauty seemed actively shaping a sense of self” associated with the abundant celebrities to construct of positive image to fandom(Cashmore, 2010). However, celebrities have attracts the fandom by makeover, while, some of celebrities has change the standpoint of fandom in the way of real life. For example, Jordan Katie Price is a famous British celebrities, well-known person who is a model and singer, while she working as a model, she said that she has been given the physical surgery on her breast, because she lack of confidence on her breast, and want to built up more attractiveness image for her fandom, and became the ideal image while people to see her in public. after that, her model career is going better than before. Of rouse her beauty fetch in attention of fandom, whereas, as a fandom, the interestingly thing is one mother and her daughter spent 56,000 pounds at least on cosmetic surgery procedures, for the reason that looks like Katie Price’s face. I think of celebrities beauty is attraction in the way of positive image for improvement their own media career, in another way, it has indirectly effects of people’s ideological that do really want to be looks like in that way, therefore, these two women has pay lots money on their face surgery, be more likely Katie.

Politicians Celebrity

Politicians as celebrity who became the social media focus in the public sphere, in my opinion, politicians do really need to built up positive images as celebrities. Politicians concern with the issue of seeking power, they use the techniques to promotion and vote in publicity (Street 2012). In high-density media focus, politicians behaviors, languages, and their leisure time, has been involved in distribution channels via social media, become the popular and visible subject for citizens. For example, China president of Xi, his wife is best known folk artist and singer, whose name Peng Liyuan, she was a celebrity in music, but now, she is “mother” of China, we also call her “the first wife”, she is dignified and elegant image, represent the traditional image of China women. She always visited aboard with president Xi, triggered widespread media attention, from debut of visits the Russia, her dress in sober and elegant style with Chinese ethnic clothes, and won praise from the international media. Her celebrity image is not only represented of China, more shows a kind of charm of Chinese women, transmit China’s culture to the world. Recently, President Xi and Peng Liyuan has been visited United Kingdom, as we all know, Peng Liyuan’s dressing is more attract attention by media, she changes clothes three times in one day. The Daily newspaper has reported that Peng Liyuan was glamorous, meanwhile, Chinese royal also seen in silk pussy bow blouse and white dress suit, which indirectly shows Chinese culture. Therefore, politicians as celebrity, their public images also have more significant and promotion some of ideas or sound in public sphere.

Liquid Celebrity

Liquid celebrity can be defined as the celebrities cross over into different media areas engaging with their credibility transferable. Celebrities are have get success in their own fields, depending on their traits of credibility, authenticity and expertise. With development of celebrity-commodity, celebrity credibility have no longer given feature of an expert(Goodman & Barnes, 2010). In this case, credibility is especially given more powerful than expertise. In China, liquid celebrity has been became commonly phenomena upon credibility to cross over different fields. For instance, Jackie Chen is famous for action film, *Rush Hour* is a notable Hollywood movie in America in 1998, he has successful achieve the stable condition in the international movie areas. Following this, *The Rush Hour series 3* was created and earned 835 million dollars in the global, thus, he became identifies as global movie star around the world, his credibility due to everyone knows about him because of his Kongfu and amazing actions movie. However, he also endorse variety production brand and in music area, not due to he is expertise in music, or professional singers, its more relate to his credibility via plenty of action films. Audience or listener would like to listening to his songs as well as watching his movie, he earned and maintained the feature of credibility in both domain. His first song is "Country" in Chinese, this song is significant in China, in celebration of China 60-year birthday. Meanwhile, the other songs sining by Jackie Chen have more powerful in China. As Chinese, we knew that Jackie Chen transferable his credibility successfully in difference domain.

The Reality Celebrity

Myers (2010) discuss the "celebrity-sanctioned" in reality television, engaging the celebrity real face in real television. Reality television shows is famous media format contemporary, there is no clearly standard definition, refers to "ordinary

people who is not actors in specified situations, according to the rules of the game for a clear purpose to make their own real reaction, this is part of real in terms of reality. Ordinary people work with someone famous, in term of reality television shows, it als could be identifies as “true stories from a particular visual space, Omni-directional, real close shots and based on the character of theatrical post production program. The famous of reality television show in Korea is *Running Man*, also super popular in China, this type of reality television belongs to gamedoc. There are seven persons for a host group, invite different stardom to participate in this game program each week. *Running Man* does not be given a specify lines, it’s only has a simple task tips, then playing on their own role, speaking and acting on their real thoughts, process in real reactions to things happen. The rules of this gamedoc consists of three parts, the first part is simple degree, and then is slightly difficult degree, the finally is fixed module which is tearing the name brand on the back in difference patterns way. It was competition, at the same time, this reality shows still belongs to dramatic television show, that makes people feel happy. Furthermore, reality television has changed the way of celebrity in package unit, they are real person, who action in real reflection of real thing, make celebrities ordinary.