

2018 CMCS Conference and Webinar #CMCS18 Live Tweets



CMCS @celeb_studies Sep 1

Just ended our live webinar with lasting **#words** from **@kevdelpincipe** - creating spaces and cultural productions of any length (including short films & **#stories**) helps engaging the wider public including **#journalists**. So keep giving a voice **#highereducation #popculture #ethics**



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With fund cuts & lack of time in **#publishing** and **#highered** industries, it's important to organize our own **#publicrelations** in addition to what institutions and **#communities** may or may not offer. They all complement each other and every voice counts **#CMCS18 #branding #persona**



Kiera Obbard @kieraobbard Sep 1

Samita **@famecritic** talks about how with funding and time constraints, it's important for authors and filmmakers to have their own team - to create communities. **#PR #CMCS18 #phdchat #acwri**



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Public **#conversations** on **#ethics** can be challenging in building brand values - asks us to be vulnerable. But there are a large number of community members who resonate and support the process of developing cultural **#productions #CMCS18 #publicrelations #media**



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Kevin **@kevdelpincipe** asserts how online platforms and being out there in person are both significant in **#community building** - engaging the public and connecting with values are absolutely important **#CMCS18 #branding #PhD #authorslife**



Kiera Obbard @kieraobbard Sep 1

@kevdelprincipe shares 3 lessons in **#CMCS18** webinar: have a big vision that includes your values, be vulnerable with people (in person!), and have a consistent online presence **#persona #brand #sustainability**



Sabrina Moro @SabrinaMoroPhD Aug 11

My 1st webinar ever - what a great experience! To think that participants from all around the world could join in live thanks to technology. It's so appropriate for a discussion on sustainability and makes me hopeful. Looking forward to the next **#CMCS18** webinar!



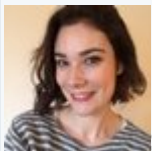
CMCS @celeb_studies Aug 11

We had such a powerful start to our webinar series - fantastic views on **#research**, **#audience** engagement and social change for **#sustainable** fashion & glamour! Looking forward to continuing discussions in our next session on September 1 - join! **#CMCS18 #popculture #socialmedia**



Nicole @BonjourBojko Aug 11

Thanks to our guest speakers at the **#sustainability** & **#personabranding** webinar! Really interesting views on sustainability. **#CMCS18 @celeb_studies**



Siân Hunter @siankayehunter Aug 11

great to learn about all things sustainability and persona branding from some really informative speakers in the **#CMCS18** live webinar



Kiera Obbard @kieraobbard Aug 11

Connect to each other, connect with values, and be authentic. Some tips on how to build your personal brand from the @celeb_studies #CMCS18 live webinar.



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Dominique and Maria @MariaMuruM observe the educational power of audiences and fans especially in terms consumption of ethical products and displays of it in #socialmedia #LifestyleBlogger #conversations #CMCS18



Kiera Obbard @kieraobbard Aug 11

“If we want to get to a higher level of sustainability, we can’t live in a capitalist society and we need to decolonize” —Dominique Drakeford #CMCS18 #sustainability #fashion #glamour



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Dominique talks about her personal roots in decolonizing popular practices and restoring #sustainability. Maria adds her thoughts on creating sustainable personal #brands #CMCS18 #popculture #ethics



CMCS @celeb_studies Aug 11

2018 CMCS @celeb_studies webinar kicks off with key speaker Dominique Drakeford introducing her graduate background and innovative work on creating sustainable spaces for ethical fashion #CMCS18 #fashion #socialimpact



CMCS @celeb_studies Jul 3

A **#CMCS18** memory: Pamela Wunderlich offers her feminist critique of the January 2018 **#GoldenGlobe Awards** in **#Hollywood** - are we favoring cultural trends over personal style? Is black being used for sexual appeal or for mourning? **#MeToo** **#HarveyWeinstein** **#timesup** **#CMCS18**



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Claudia Ferreira and Nikki Soo now examine **#celebrity** led movement **#TimesUp** - unlike typical **#celeb** activism, celebrities are not mere 'celebvocates' on the red carpet but driving force behind causes **#MeToo** **#Hollywood** **#celebstudies** **#fanstudies** **#journalism** **#CMCS18**



CMCS @celeb_studies Jul 3

Simone Cunha @sievangelista now shows the rise of "Ipistemology" as a paradigmatic rhetoric in effective activism by microcelebrities - part of citizenship performances in **#celebrity culture** **#CMCS18** **#highered** **#culturalstudies** **#celebstudies** **#acafan**



CMCS @celeb_studies Jul 3

Lindsay Parker now moderating Q & A with Douglas Machado and Vehbi Gorgulu - discussing reasons for the success behind effective **#celebrityactivism** on the Internet **#socialmedia** **#socialsciences** **#humanities** **#CMCS18**



CMCS @celeb_studies Jul 3

Vehbi Gorgulu now shows how luxury **#brands** such as **#Gucci** use Internet memes as marketing tools that have low budget but high engagement in **#popculture** - there are artistic and ethical outcomes e.g. **#nomakeup** **#internetstudies** **#fashionstudies** **#culturalstudies** **#mediastudies** **#CMCS18**



Olga Andreyevskikh @OAndreyevskikh Jul 3

Vehbi Gorgulu of Istanbul University is giving an exciting talk on DIY fashion and #meme campaigns at **#CMCS18**



CMCS @celeb_studies Jul 3

Douglas @DouglasMachado_ concludes that fans primarily support causes due to #personabranding of a #celebrity - not social needs of activism **#CMCS18** #culturalstudies #personastudies #celebstudies #fanstudies



CMCS @celeb_studies Jul 3

Back after #coffee break! Douglas @DouglasMachado_ now presents role of Brazilian supermodel #GiseleBundchen in posting & promoting #ecofashion for #animalrights and environmental #sustainability - her persona branding is stronger than verbalizing the cause in #activism **#CMCS18**



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Ana Machado now presents her university project on #transmedia #celebrities and participatory processes of reconfiguration that allow increased audience engagement - branding is key for new forms of #storytelling #culturalstudies #mediastudies #celebstudies #fanstudies **#CMCS18**



CMCS @celeb_studies Jul 3

Bronagh @Bronagh_Allison recommends scholars and students theoretical approaches and a list of online #celebrity #gossip sites for enhancing fame-based understandings in teaching & learning #highered #celebstudies #fanstudies #mediastudies #culturalstudies **#CMCS18**



Olga Andreyevskikh @OAndreyevskikh Jul 3

@Bronagh_Allison is giving a fascinating talk on online gossip analysed within the framework of cognitive psychology. **#CMCS18**



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Bronagh @Bronagh_Allison now uses a psychological approach to demonstrate the social function of #celebrity #gossip and how it allows fans to negotiate social status & maintain social bonds in global contexts #fanstudies #celebstudies #psychology #highereducation **#CMCS18**

View Tweet activity



CMCS @celeb_studies Jul 3

#CMCS18 screens outstanding video presentation by @victoriakannen - draws on Nicole Polizzi aka Snooki and encourages #celeb confession to fight body shaming in Western beauty practices #feminist #pedagogy #higherred #mediastudies #celebstudies #culturalstudies



Cláudia Ferreira @ctmferreira Jul 3

Elena Cullen presenting her fascinating research on contemporary intersections of beauty and technology. She argues that beauty is a form of power in capitalist societies and technological engagements with beauty are expressions of agency. **#CMCS18**



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Elena Cullen uses feminist design that challenges reconstructive facial surgery and #antiaging treatments in #Hollywood #celebrityculture #popculture **#CMCS18**



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Elena Cullen kicks off Day 2 **#CMCS18** afternoon session with an exciting talk that recontextualizes spaces of beauty technologies - uses a feminist lens of inquiry and disrupts glamour ideals in #Hollywood and in larger #popculture #feminism #womenstudies #filmstudies #starstudies



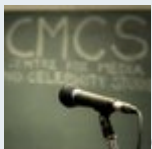
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Yekta Duyan points out how screen depictions of female #filmstars e.g. #TurkanSoray represent ideal bodies for mass consumption of glamour as an unattainable form of beauty while they bring social change in #Turkey #womensstudies #filmstudies #celebstudies #starstudies **#CMCS18**



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Russian TV show #ModniyPrigovor uses linguistic and visual markers to model new consumerist DIY cultural identities in their mediation of nonconforming sexuality #feminism #womensstudies #fashionstudies **#CMCS18**



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Olga Andreevskih now presents a popular #Russian #fashion makeover show as a discursive tool of modelling consumerist heteronormative identities **#CMCS18** #communicationstudies #mediastudies #culturalstudies



Maria Murumaa-Mengel @MariaMuruM Jul 3

One of the overarching issues, binding IG girls and doctors with professional social media pages seems to be authenticity. Great discussion! **#CMCS18**



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Q & A on challenges and needs in #highered and #publicrelations - we need wider understanding of communication and media while recognizing specific forms of popular work using different platforms and contexts **#CMCS18** #humanities #socialsciences #highereducation



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Simone Tuzzo presents #ethical & deontological issues in "celebritization" of private professionals such as dentists and doctors in Brazil. Are their glamorous #personabranding connected to existing hard work or simply shaping public opinions for #fame? **#CMCS18** #personastudies



Maria Murumaa-Mengel @MariaMuruM Jul 3

@LoriHallAraujo talking about mediated celebrity culture and young women's IG user practices, e.g. controversial MAGA girl genre. **#CMCS18**



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Lori shows how dominant ideologies inform cultural use of certain forms of #fashion and #makeup on #socialmedia platforms - the varying ideals and self-policing in grooming practices are problematic **#fashionstudies** #mediastudies #culturalstudies **#CMCS18**



CMCS @celeb_studies Jul 3

Lori Hall-Araujo offers her opening talk on the #ethnography of mediated #celebrity glamour. She shares platforms, structures of #communication, and ideologies on glamour in specific communities engaging in fame-based practices **#CMCS18** #culturalstudies #mediastudies #celebstudies



Ana Jorge @anajorge_ Jul 2

@Romo_journalist shows some of public relations work on celebrities. So important to have insiders reflecting on this! **#CMCS18**



Dr Samita Nandy @famecritic Jul 2

Famous **#fashion** activists are found in the same **#visualculture** in which fashion **#brand** influencers also have sponsored posts. Their captions vary. Are they inspiring / reflecting solidarity or just offering **#performances**? **#CMCS18** **#fashionstudies** **#celebstudies** **#mediastudies**



CMCS @celeb_studies Jul 2

Emma Watson now discusses ways in which British star Emma Watson promotes **#sustainable** **#fashion** while promoting her films on the **#redcarpet** **#filmstudies** **#starstudies** **#celebstudies** **#mediastudies** **#CMCS18**



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Rimi Khan sheds light on globalizing ethical fashion & dominance of Western visual culture where **#celebrities** save poor weavers in **#postcolonial** contexts. She asks: how can we reimagine this one-way geography of responsibility? **#CMCS18** **#fashionstudies** **#mediastudies** **#celebstudies**



CMCS @celeb_studies Jul 2

Lindsay Parker shows new directions for **#higher** research and journalism examining and facilitating ethical roles of **#celebrities** such as Pamela Anderson **#fashionstudies** **#celebstudies** **#CMCS18**



CMCS @celeb_studies Jul 3

Lindsay Parker shows how famous @peta models use their cultural capital in questioning #antifur production and mobilizing public opinion on what #ethical #fashion means #**CMCS18** #HumanRights #AnimalRights #celebrity #culture



CMCS @celeb_studies Jul 3

CMCS @celeb_studies Jul 2

Excellent Q & A on how beautiful women are hunted in literal and metaphorical ways - ecofeminist texts can challenge dominant representations of women #**CMCS18** #popculture #feminism #SocialSciences #Humanities



CMCS @celeb_studies Jul 3

Birte Fritsche and Patrick Nogly locate "glamour labour" and (somatic) ethics in contemporary #literature - well show how ecofeminist texts can challenge famous depictions of women as animals & raise questions related to biopolitics of #beauty #**CMCS18** #womenstudies #animalrights



ESI.CORE @esicore Jul 2

Echoes of #Ecofeminism: The Resonance of #Glamour Labour and (Somatic) #Ethics in Contemporary Literature. Birte Fritsche & Patrick Nogly talk about the #fashion socio-political discourse as reflected in contemporary Western #literary production. #**CMCS18** #ecology #feminism



Olga Andreyevskikh @OAndreyevskikh Jul 2

A topical issue of ethical brand promotion discussed at #**CMCS18** by Maria Murumaa-Mengel & Piia Ounpuu of the University of Tartu.



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Della Robinson shows ethical outcomes of circulating and recontextualizing star signs in literary and visual cultures #**CMCS18** #celebrity #activism #highered



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Australian scholar Della Robinson reveals how the first Global Greens Conference used literary and visual symbols in branding authorial personas and, in the process, started a fashion movement in Tasmania #**CMCS18** #highered #Humanities #SocialSciences #celebstudies



CMCS @celeb_studies Jul 2

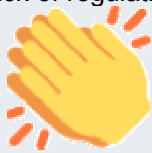
Fantastic Q & A on how popular fashion bloggers are blurring boundaries between locations of content production & reception while not regulating unethical content that youth can access in hopes of becoming glamorous and famous everywhere #**CMCS18** #fashionstudies #mediastudies



Ana Jorge @anajorge_ Jul 2

Estonian bloggers debating with lack of regulation and relationship with audiences in relation to branded

content @MariaMuruM #**CMCS18**



Dr Samita Nandy @famecritic Jul 2

Gigi McNamara appropriately states that #fashion and #beauty magazines such as Cosmopolitan and Lucky provide access to procedures and / or products that reinforce an "aspirational narrative" - fertile research for #feminist scholars as well as #celebritystudies scholars #**CMCS18**



Dr Samita Nandy @famecritic Jul 2

@Romo_journalist presents Bibi Russell's outstanding work in working with #nonprofit organizations, employing thousands of workers, and creating fashion as a political act and ethical beauty in fame #Humanrights #humanities #socialsciences #highered #celebstudies #CMCS18



Dr Samita Nandy @famecritic Jul 2

Dr @Romo_journalist now presents his excellent journalistic work with famous model and fashion activist Bibi Russel - her personal words for #CMCS18 and her fans are touching #fashionstudies #mediastudies #CulturalStudies #celebstudies #journalism



Dr Samita Nandy @famecritic Jul 2

Javon Jason: entitlement and an imagined ownership of a form of public self is troubling in #celebrityculture and wider society #Humanities #SocialSciences #highered #mediastudies #celebstudies #journalism #CMCS18



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Javon Jason continues presenting racialized practices and larger "politics of disrespectability" - autobiographies and further close readings are required for informed understandings of fame #CMCS18 #journalism #culturalstudies #mediastudies #celebstudies



Olga Andreyevskikh @OAndreyevskikh Jul 2

A beautiful presentation by Pete Sigal of Duke University, USA, focusing on queer masculinity and black phallus. #CMCS18 promises to be full of exciting discoveries!



Dr Samita Nandy @famecritic Jul 2

Pete Sigal: The celebrity status of a photographer and his / her professional relationship with a model plays a cultural role in reproduction of fetishistic desires and certain kinds of skin as text **#CMCS18** [#visualculture](#) [#mediastudies](#) [#celebstudies](#) [#fanstudies](#)



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At **#CMCS18** "Against glory as a distinct form of fame." Adrian D. Wesolowski explains how the transition from glory-recognition to [#popular fame-recognition](#) may legitimise thinking of [#celebrities](#) as modern models for personal [#behaviour](#). [#celebstudies](#) [#celebrity](#) [#RoleModel](#)



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Adrian Wesolowski shows worth in examining and restoring acts of celebrity philanthropists in understanding shift from "glory-recognition" to "popular fame-recognition" **#CMCS18** [@IntellectBooks](#) [@Routledge_MandC](#) [#mediastudies](#) [#culturalstudies](#) [#celebstudies](#)



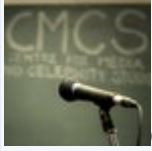
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Vitor Sergio Ferreira shows role of new social media agencies the exponential growth of [#fashion models](#) and glamorous construction of fame **#CMCS18** [#journalism](#) [#fashionstudies](#) [#celebstudies](#)



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Vitor Sérgio Ferreira presenting "From top model to real people: towards the democratization of models' corporeal canon" at **#CMCS18** [#models](#) [#TopModel](#) [#body](#) [#Lookism](#) [#Diversity](#)



CMCS @celeb_studies Jul 2

@ElliotPill keynote at #CMCS18 presented examples of ethically questionable #promotional methods used by celebrities and problematized promotional literacy related to content #marketing in these fledgling stages of the digital age. #mediastudies #medialiteracy #education



Dr Samita Nandy @famecritic Jul 2

Vitor Sergio Ferreira has taken excellent initiatives of interviewing #models, modelling agencies and gatekeepers to shed light on "aspirational labour" in #academic research on fashion #CMCS18 #fashionstudies #mediastudies #celebstudies



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Elliot Pill @ElliotPill emphasizes urgent need of promotional literacy in popularizing public figures and cultural productions - often tends to be specific to nations #CMCS18



Dr Samita Nandy @famecritic Jul 2

Elliot Pill shows material and symbolic use of fashion in #news #storytelling and ethical shifts in promotional culture - what's the difference between fact, #fiction and promotion? #CMCS18 #fashionstudies #celebstudies #journalism @IntellectBooks @Routledge_MandC



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Public figures collaborate with #fashion designers and #luxury brands in celebritizing products and services and create fandom on social media @ElliotPill #CMCS18 #fashionstudies #celebstudies #fanstudies @Routledge_MandC @IntellectBooks



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Keynote Speaker Elliot Pill at **#CMCS18** conference in **#Lisbon** speaking about "Model **#Behavior?**
#Celebrities and ethically questionable promotional methods in the **#digital age**" **#ethics** **#fame** **#personas**
#PR **#culture**



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Keynote @ElliotPill opens the conference and sheds light on the role of cultural intermediaries in the promotional industry in celebrity culture **#CMCS18**