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Mediatization, celebrities and attention practices

In order to understand meaning of the media (that is media institutions, media representations, media technologies and media practices) in relation to celebrity culture, this paper argues for the concept of mediatization. Theories of mediatization may throw new light on the multifaceted relationship between attention and contemporary mediascape, where the latter is a complex network of mass media, so called social media and personal communication media. The concept of mediatization refers to the process where social fields, contexts and institutions are increasingly marked by the media, in a wide sense (see above). Mediatization research is a dynamic field within media, communication and cultural studies. It is a new field; just in a couple of years a number of conferences have been organized, monographies, anthologies and themed journal issues have been published and associations have been constituted. Mediatization have been applied to a steadily growing number of contexts and fields, although celebrities have been relative sparsely studied within this approach (Driessens, 2012 is an exception). However, a problem with the growing field of mediatization research is that it hitherto has lacked certain clarity regarding definitions, limits and scope, which is related to the fact that the research is basically constituted of two quite distinct traditions; an institutional and a social constructionistic one (Couldry and Hepp, 2013). An institutional tradition is mainly interested of how institutional actors adapt to a journalistic media logic, while a social constructionistic tradition focuses how lifeworlds are constructed and reconstructed with symbolic material and social interaction, making media practices to something vital. This paper suggests that these two quite different agendas can be combined and applied to celebrities and their need of attention. Such a perspective illuminates the mediated attention practices of celebrities' everyday life. Due to social media the seeking of attention has reached the most ordinary and routine part of everyday life, a media practice that contribute to the construction of everyday life. These ordinary and taken-for-granted social media are at the same time communicative tools for addressing journalist according to specific journalistic logic.

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