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Nota di bibliografia	Includes bibliographical references (p. [283]-313) and index.
Nota di contenuto	Becoming visible: fame and celebrity in the modern age -- The rise of celebrity journalism -- Exposure or publicity?: the paradox of celebrity journalism -- True success: the master plot of celebrity journalism -- From parasites to public servants: the rehabilitation of the rich -- Practical idealism: political celebrity in an age of reform -- There's no business like show business: celebrity and the popular culture industries -- Heroes and pretenders: athletic celebrity and the commercialization of sports.
Sommario/riassunto	This publication gives a new interpretation of the emergence of celebrity, a key part of contemporary American culture. It looks at its historical roots and the development of human-interest journalism.