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Nota di bibliografia	Includes bibliographical references ([206]-215) and index.
Nota di contenuto	Introduction -- The television personality system. TV must train its own stars : the invention of the television personality -- An "irreconcilable opposition" : music hall, radio and the emergence of televisual skill -- "Too much glamour"? : glamour, gender and "in-vision" announcers -- "Oooh, I'm an entertainer-- it's what I do" : political economy, performance and pleasure. "You don't know anyone ..."? : the political economy of television fame -- The art of "being yourself" : pleasure, meaning and achievement in performance -- The television personality system revisited : ideology, multiplatform and DIY fame. Just "an ordinary bloke" : national identity and ideology -- Get Internet famous! (even if you're nobody) : multiplatform fame and the television personality system in the digital era -- Conclusion.
Sommario/riassunto	Television Personalities offers an exciting, engaging approach to studying and understanding the most prominent and popular

performers in television and celebrity culture. It is an original, indispensable guide for undergraduate and postgraduate students of media, television and celebrity studies, as well as those interested in digital culture more widely.
