



stars de télévision

By Collectif

CNRS, 2015. Paperback. Book Condition: NEUF. Les stars ont toujours constitué un ingrédient majeur du succès de la télévision. Speakerines, animateurs, présentateurs, comédiens. toutes ces personnalités ont la particularité de revenir, semaine après semaine, jour après jour, peupler l'intimité des foyers, comme si elles avaient toujours été là. Elles ponctuent le flux télévisuel, comme autant de repères rassurants et attendus, et sont une source de profit importante grâce à leur rôle dans la fidélisation des publics. Et pourtant, si la télévision a le pouvoir de starifier du jour au lendemain, elle peut aussi briser des carrières : héros d'un jour, les stars de télévision tombent dans l'oubli aussi vite qu'elles sont venues à la lumière ; les comédiens adulés du grand public peinent à reconverter leur capital de popularité au cinéma. Ce dossier de Télévision, qui réunit des contributions d'historiens et de sociologues, analyse la complexité et les spécificités du phénomène de starification par la télévision. Comment une " étoile " peut-elle briller, exprimer la démesure du " monstre sacré " sur un meuble de salon, une tablette ou un téléphone portable ? C'est en retraçant les carrières et la construction du parcours des " vedettes ", en étudiant leurs relations...



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