

# Celebrities in the culture industry

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## ABSTRACT

“Celebrities in the culture industry” is a conceptual article which aims to provoke discussion about the role and function of famous individuals in culture management. It is the result of desktop analysis confronting empirical research based on observation and case study techniques. This set of qualitative research activities has resulted in two theses, examined in the text of the article: 1) celebrities may be used as a communication instrument; 2) celebrities are a product of the marketing perspective of the culture industry. The article provides analytical material that is the basis for further discussion about the function of celebrities in the culture industry, talent, and career management.

## KEY WORDS

Celebrity, celebrity endorsement, attention, interest, culture industry

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