***What celebrity do you admire the most?***

### *Taylor Swift*

She is generous. She donated millions of money to charity organisations, to natural disaster agencies, to awareness raiser agencies and more. She also donated to the charity organisations that helps women who was sexually assaulted after her winning on her sexual assault trial. Other than that, she also does “Swiftmas” on every Christmas to her fans, where she sent Christmas presents to her fans (she even handed the present to her fans by herself). She also visited some of her fans at hospitals and even gave them free merchandise as present & appreciation sign for supporting and loving her. The list goes on.

She loves her fans damn much. As I said just now, she does “Swiftmas” and sent presents to her fans. Other than that, she also held an event called “Secret Session” on her 2 latest albums; 1989 and reputation. She invited a number of fans to her properties and did early listening session of her new album. She also baked goods for her fans, all by herself. Not enough of that, she also held a spot where she can meet and greet her fans, for free at the tour; Rep Room for reputation stadium tour, 89 Loft for 1989 World Tour and many more. She also lurks and stalks her fans on social media like Tumblr, Twitter and Instagram. She oftenly joins her fan’s Instagram livestreaming, even replied to their stories and more. She also gave motivational speech during the tour to all of her fans in between the songs changing sections.

She is powerful. In 2015, she wrote a letter to Apple regarding Apple’s plan to not pay any royalties to artists or labels during Apple Music’s three-month free trial period. She then held back her album on Apple’s streaming service, Apple Music as a sign of protest demanding Apple to pay royalties to artists or labels during the free trial period. She stated that her action was to defend new artists who depend on royalties to support their life. Eventually, Apple agreed to pay royalties to artists during the free trial period after reaching agreement with Taylor Swift regarding to the issue. She did the same thing with same motive to other streaming platforms such as Spotify, Tidal and more. Other than that, her braveness to speak up against sexual assault in workplaces during her trial has caused the percentage of people reporting sexual assault in workplace to increase significantly. She was also named as one of Time’s People of The Year with “Voices that Trigger Movement”.

She is a great and intelligent businesswoman. 4 of her albums; Speak Now, Red, 1989 and reputation managed to sell over 1 MILLION copies on the opening week of sales. She is the only artist of this decade that managed to do THAT. This success has a lot to do with her promotional and marketing strategies to promote her albums. Other than breakups and dramas, she uses all talk shows like Good Morning America and big shows like Dick Clark New Year’s Rockin’ Eve to perform and promote her new songs from her new albums. Other than albums, she also sells merchandise according to her album era and also make partnership with other branding like Keds, the brand which she used to make collaboration between their shoes and her Red album. She also held tour at a massive scale, locally and internationally. She managed to get sold out at every venues she went and as a result, she was the highest grossing female artist in 2016 with a mindblowing US$170 million in her bank account, special thanks to her 1989 World Tour. She was ranked 3rd in 2017 with US$44 million, still managed to make money when she was socially inactive and out of radar throughout the year.

I could go on but with all the things I listed above, I think it is enough said why I idolize Taylor Swift. I love Taylor Swift very much.

### *Michael Jackson*

Michael Jackson has been my favourite celebrity since I was in class four! I still remember I bought a CD with a collection of pop songs where 60% of songs were Mj’s. I heard some of his songs & I became a sucker for his songs.Truth be told I didn’t know who he was back then but after listening to his songs I became obsessed with him(specially his songs).Then I went to cyber cafe and searched for his songs and that was the first time when I get to see his dance! boy oh boy what a dancer! Then I started digging him(wanted to know how much more talent he possesses and the more I searched the more my love/respect towards him increased, He was a singer,dancer,songwriter(although he didn’t write songs he directly recorded it! that much talented he was),a choreographer and many more…

Mj’s dance overshadowed his singing but he got the angelic voice which I couldn’t find any other singers’ voice.

Start listening to his songs, first you’ll get to realize what a enchanting voice he got but his dancing stole his shows everytime.

For his evergreen songs he got a lot of awards in fact as an artist he achieved highest number of awards till date.He won 13 Grammy Awards out of his 38 nominations which is simply outstanding…

He was the first black artist(African American) who made a music video on MTV. (Billie Jean on 2nd January,1983).

He was an outstanding dancer.Even he created most of his dance moves(Moonwalk is the most popular amongst them).By his dance moves he made the world dance! what a entertainer he was!! I wish I could watch one of his shows :( Alas! that won’t be possible now :’(

### *Albert Einstein*

1. His science

Einstein was, first and foremost, a scientist. In 1905 and again in 1916, he radically revised our understanding of the universe. He was a pictorial thinker who came up with a new, intuitive sense of what reality looked like. Physics at the start of the 20th century was a rather settled endeavour, not seemingly in need of radical revision. We thought light was a wave and that duration, length and mass were objective facts of the world. We thought that space was a flat, Euclidean entity, unaffected by the distribution of matter and energy within it. Einstein, a mere patent clerk when he first began suggesting differently, showed us that light must be thought of as a particle when it is emitted or absorbed, that matter is composed of atoms, that space is malleable, undulating with the distribution of the stuff within it, that how long or massive an object is or the time order of closely occurring events is not a fact of the world, but merely a fact of our point of view. He showed that these perspectival truths were well-behaved when they were placed in a four-dimensional conceptual framework. Seeing may be believing, but what we should believe about the universe, Einstein demonstrated, requires seeing it from a reference frame beyond that of the human senses.

2. His politics

Einstein joked to his dear friend Max Born that he had a version of the Midas touch: everything he said turned to newsprint. Einstein’s science made him a worldwide celebrity, a status others might have enjoyed, but which Einstein despised. He was no shrinking violet, yet he detested the shallowness and meaningless absurdity that came with his universal adoration. But he realised that it could be handy. He was given a cultural megaphone and he decided that its best use was to amplify the concerns of those whose voices were least heard. Whether it was his own Jewish brethren suffering the insults of antisemitism, African-Americans suffering systematic racism, the poor kept down by structural barriers to advancement, or political dissidents in the Soviet Union who were being repressed, Einstein was unabashedly vocal in trying to change the institutions that led to inequality and injustice. His standing provided him with a unique place to speak for those who were silenced and he made great use of it in the name of universal human dignity.

3. His immodesty

Einstein never lacked confidence. Strengthened by his convictions, he was impervious to the power of those with superior social or professional standing, and resolute in his willingness to state his beliefs publicly. As social psychologists have shown since the famous experiments of Solomon Asch and Stanley Milgram, humans are greatly influenced by the opinions of those around us, especially those who occupy positions of authority. We can shy away from reasonable and ethical beliefs, if we sense that we are in the minority for holding those views. But Einstein stands as an example of intellectual commitment. His revolutionary physical theories and his advocacy for peace at times of war and for better treatment of those in need were often unpopular. Einstein was investigated by the FBI for his views, and he received death threats from Nazi sympathisers. He was threatened with the loss of his position at the Institute for Advanced Study for his vocal support for his beliefs and causes. Yet he steadfastly refused to give in to fashion, expedience or groupthink. It is a cliche to say someone has the “courage of his convictions”, but Einstein is a figure of great courage in publicly expounding views he thought correct and morally necessary when such positions were dangerously unpopular.

4. His modesty

Einstein was flummoxed by his public reception. In one famous incident, he was accompanying Charlie Chaplin to the opening of his film City Lights when they were mobbed by thousands of fans. “What does it mean?” Einstein asked Chaplin, who replied: “Nothing.” We have a cognitive bias that leads us to be more apt to believe the praise we receive and to explain away criticism. We are the focus of our lives and with the contemporary cults of individuality and celebrity, too many people eagerly welcome the spotlight and take it as a sign of their superiority. But Einstein did not seek mass adoration or personal aggrandisement. He was not present to receive his Nobel prize. He refused the presidency of Israel. He was willing to step into the public eye when it suited his causes, but he was not one to seek fame for the sake of fame.

5. His meaning as a cultural symbol of modernity

I often ask audiences: “When I say the name Albert Einstein, what is the first thing that comes to mind?” Regardless of the demographic or the country in which I ask this, inevitably the response is “the hair”. Here is a man who changed the way the way we see reality, who stared down hatred and stood up for justice, yet despite all of this, the thing we immediately think of is that mane of unkempt, wild white hair. That may seem shallow of us, but I think it is a good thing. What does Einstein’s hair signify? It was a political statement – he refused to conform to social standards of personal appearance. He was unapologetic in his individuality and unashamed of being different. Growing up a Jew in Wilhelmine Germany, where he was sent to a Catholic school, he was always aware of being an outsider and became not only comfortable with his distance from the mainstream, but took it as a mark of pride. On the one hand, Einstein is the very icon of the genius, someone whose innate intelligence made him radically unlike the masses. But in allowing his hair to become the spectacle it was, he became a symbol that said that special people can come from anywhere, can look like anyone. His physics appeared at a time when the regular order was being challenged by modernist movements in mathematics, science, art, religion, governmental and economic structures, even the very sense of what it was to be a human was being reconsidered from its core. Einstein, with his wild hair, signalled that human advancement comes not from the conformity the authorities demand, but from difference – and that all of us at various times in our lives feel a sense of alienation. Einstein gives us pride in ourselves as individuals who can make a difference; we can revel in free thought, but there is no need in doing so to reject our shared humanity.

### *Elon Musk*

<https://www.bluepointecapital.com/blog/2019/11/11/5-leadership-qualities-of-elon-musk-that-we-admire>

Entrepreneurial Spirit

The reason that we feel Elon Musk is an outstanding example of the entrepreneurial spirit is his ability to overcoming disappointment. He has had many failures in the course of his career, ranging from mechanical failures in his Tesla brand to rockets crashing. SpaceX almost went bankrupt. What’s remarkable about Musk is that he never lets it stop him from fighting through and progressing. He views these as experiments that didn’t work out and simply moves on to the next step.

Positive Energy:

Employees, colleagues, customers, and investors should feel energized being around a leader. Musk is highly charismatic with a positive outlook and optimism for a better future. This is inspirational and indubitably it has allowed him to persist through highly challenging circumstances in his businesses.

Passion for Innovation:

Many people would consider Musk to be the most innovative entrepreneur of our time. What’s amazing about him is that he seems to believe that there is an innovation to solve every problem that arises. He sees problems as opportunities and that is what has led him to his success.

Strategic Direction:

Musk takes a scientific approach to building teams, one that is based upon an understanding of their behavior and talent, and he leads them through action.

Personal Integrity/Influence:

He’s on a mission to save humanity. What more noble cause is there?