Look around. How many people are there who idolize celebrities rather than great figures, living and dead? We always sing for great figures for their spirit and career, but it has been a phenomenon that people push celebrities at the top of our society. The reason behind, personally, is that people tend to idolize celebrities who frequently show up in their life.

Anqi Zhang(2013), a master in East China Normal University stated in Today’s Media that celebrity worshipping is an outlet for the emotion. Emotional vent is definitely temporary but a frequent appeal in life. And people favour new than old. Therefore, moved as great figures’ deeds are, it increasingly tarnishes and fails to cater to people’s emotional vent. Actually, before the internet occurs when people can only know a celebrity through his movies, music and few vivid shows, celebrities are also someone of whom we are in awe. But when new media occurs, eliminating the time and space for idols and fans to communicate with each other, distance between the two sides is shorten. Celebrities increasingly become some touchable, closer and an object of daily emotional catharsis.

Yixing Zhang, a singer and actor in China, not only film movies and make albums, but also takes an active part in weibo, douyin, and entertainment programs. We can know more details when he’s normal life, talk to him, and feel like we can touch him, which makes fans idol the celebrities on a crazy basis. Even some great figures use media to model a star figure. Trump likes to show up in TV programs and frequently speak in Twitter, aiming to increase visibility.

Generally speaking, as an object of daily emotional catharsis, celebrities successfully use new media to keep fans’ permanent passion.