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Interactive Design and Development

Professor Adam

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Profile Pitch

I would like to do my final project on how celebrities influence society and why their influence matters. Many people around the world look up to celebrities for answers or statements on what’s going on no matter the issue.

Currently, we are going through a black lives matter movement that has seen plenty of protests, riots and police brutality and people are looking for celebrities to speak up and solve the problem.

I plan to answer in my story, why are celebrities so important in our society? Who picks people and makes them famous? Why do celebrities’ opinions matter during a crisis? What exactly does celebrities speaking out on certain situations do for society?

I will be interviewing Chrystee Pharris (Celebrity), Leslie Topps (Celebrity Publicist) and Paige Shari (Talent Manager) as my sources and using google and social media as my resources.

I am not sure how numerical data can help my story, but I plan on using videos of celebrities speaking out and pictures of celebrities posting on social media about social issues.