

The world's most powerful celebrities

1 The celebrity 100 list

a) Which celebrities do you like most? Who are your most popular singers, actors or athletes? Make up your mind and compile your personal top five list.



1.
2.
3.
4.
5.

b) Now visit the Forbes celebrity 100 list and compare it with your top five.

- Which celebrities appear on both lists?
- On which rank are they? Why?
- What surprises you?
- Does the Forbes list cause you to rethink your choice?
- According to your view: Which of the celebrities will stay on the Forbes list longer, which will stay there shorter?



[Forbes celebrity 100 list](#)

c) Find out which criteria Forbes applied to rank the celebrities. (Look out for the word "methodology"!) Compare Forbes' approach with your own: Why did you put the five celebrities above on your list?

2 Listening: Social media and Lady Gaga

Lady Gaga tops the 2011 Forbes celebrity 100 list. For the first time, Forbes has not only taken the amount of money the celebrities make into consideration but also evaluated their impact. Lady Gaga's top position is mainly due to her activities in social media and her efforts to build up a worldwide fanbase.

a) Watch the video below to find out more about how Lady Gaga uses social media.



[Social media and Lady Gaga](#)

b) In your own words, summarise the video clip in no more than three sentences.

c) Visit Lady Gaga's Twitter profile and find out which other celebrities you like make use of social media.



[Lady Gaga's Twitter profile](#)

d) With a partner, discuss the following questions:

- Why is it so important for celebrities to get in touch with their fans via social media?
- Would you "follow" Lady Gaga or any other celebrity? Why/Why not?

Famous for a day

1 Famous for a day

A new service called *Famous for a day* lets you experience how it is to be a celebrity for a day. Would you be interested in such an experience? Let's find out more.



a) Before visiting the company's website, discuss the following questions with a partner:

- What do you think the typical day of a celebrity is like?
- Which positive/negative things could the company organise to let you believe you are a celebrity for a day?
- Why do/don't we need such a service? Would you book them?

b) Now visit the company's website and find out more about what *Famous for a day* has to offer.



[Famous for a day](#)

c) How easy was it for you to get the information you wanted? Where on the website did you find it?

d) Compare the information you got on the website with your expectations discussed in a). Are your expectations satisfied or are you disappointed?

2 Reading: Your own personal paparazzi

Many newspapers and magazines have published stories about a similar service, *Celeb-4-a-day*, among them also the *TIME Magazine*.

a) Read the article from the *TIME Magazine* below.



[Your own personal paparazzi](#)

b) Scan the article for information on the following aspects and complete the grid.

Celeb-4-a-day's service	
People booking Celeb-4-a-day	
Reactions of strangers	
Reasons for the existence of such services	
Celebrity status	

c) Does the article describe *Celeb-4-a-day* in a positive, negative or neutral way? Justify your choice with quotes from the text.

d) Find more articles on *Celeb-4-a-day* or similar services and add more details to the chart above.