

Department of Anthropology, UCLA
CULTURE | POWER | SOCIAL CHANGE

PRESENTS

VANESSA DÍAZ

Loyola Marymount University

Manufacturing Celebrity: Latino Paparazzi and Women Reporters in Hollywood

THURSDAY, MAY 6 @ 12:15 PM - 1:45 PM PST **VIA ZOOM***

Manufacturing Celebrity traces the complex power dynamics of the reporting and paparazzi work that fuel contemporary Hollywood and American celebrity culture. Drawing on ethnographic fieldwork, her experience reporting for *People* magazine, and dozens of interviews with photographers, journalists, publicists, magazine editors, and celebrities, Díaz examines the racialized and gendered labor involved in manufacturing and selling relatable celebrity personas. In pointing out the precarity of those who hustle to make a living by generating the bulk of celebrity media, Díaz highlights the profound inequities of the systems that provide consumers with 24/7 coverage of their favorite stars.



Professor Vanessa Díaz is a faculty member in the Department of Chicana/o and Latina/o Studies at Loyola Marymount University. Her research interests include the practices in the culture industries across the Americas and the impact of race and gender on labor markets. She is an ethnographer, filmmaker, and journalist, currently collaboratively producing a documentary entitled *Pappin' Ain't Easy*.

Co-Sponsored by the
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***ZOOM LINK:** <https://ucla.zoom.us/j/97160150930>