TUESDAY, 11 MAY

14.30 (2.30 p.m) INSTITUTIONAL GREETINGS Prof. Filippo Andreatta, Head of Department of Political and Social Sciences (DSPS), Prof. Giacomo Manzoli, Head of Department of the Arts (DAR), Prof.ssa Federica Muzzarelli, Deputy Head of the Department for Life Qualities Studies (QUVI)

14.45 (2.45 p.m) INTRODUCTION Antonella Mascio (University of Bologna), Roy Menarini (University of Bologna), Sara Pesce (University of Bologna)

15.00 – 16.00 (3 p.m – 4 p.m) KEYNOTE ADDRESS

Corne Sandvoss (University of Huddersfield) - Fanization and Populism: The Role of Jeremy Corbyn Fandom in the UK 2019 General Election

Discussant: Donatella Campus (University of Bergamo)

16.00 – 18.30 (4 p.m – 6.30 p.m) PARALLEL PANELS 1 AND 2

PARALLEL PANEL 1: Politics/Political Leaders as Celebrities

Chair: Giovanni Boccia Artieri (University of Urbino)

Claudia Cantale (University of Catania) - Giuseppe, a Bad Guy. Empirical Research on Premier’s Stan Account

Giampaolo Proni (University of Bologna) - The face Mask As a Medium in Political Communication: The Case of Matteo Salvini

Marco Mazzoni (University of Perugia), Roberto Mincigrucci (University of Perugia) - The Pandemic and the Celebrity: How do Political Leaders Structure Their Visibility on Facebook in the Era of Covid 19?

Maria Skivko (Samara University, Russia) - Celebrity and Sustainable Discussion: Types of Opinion Leaders in the Time of Environmental Crisis

Giovanni Daniele Starita (University of Perugia), Tommaso Trillo (The Hebrew University of Jerusalem) - “Happy Monday Friends! Coffee?” Matteo Salvini, Good Morning Selfies, and the Influencer Politician

PARALLEL PANEL 2: Shifting Celebrities

Chair: Lucio Spaziante (University of Bologna)

Gabriele Marino (University of Turin), Bruno Surace (University of Turin), Silvia Barbotto (University of Turin), Cristina Voto (University of Turin) – Between Smiles and Tears: Facing Celebrity Crisis

- Gabriele Marino - Kanye West’sSmile
- Bruno Surace - Cultural Semiotics of Cinematic Deepfakes
- Silvia Barbotto, Cristina Voto - Venus in Semiotic Fur: The Transfigured Face of Beauty

Roberta Casale (University of Roma Tor Vergata) – Imperfect Advertising. New Celebrities and Unusual Facets of the Aesthetic Paradigm.

Stefano Marino (University of Bologna), Anna Preti (University of Bologna) - Are Philosophical “Celebrities” a Symptom of a Philosophical Crisis?

Ines Tolic (University of Bologna) - Theory, Practice, and (Archi)Stars
WEDNESDAY, 12 MAY

10.00 – 12.30 (10 a.m – 12.30) PARALLEL PANELS 3 AND 4

PARALLEL PANEL 3: Covid-related Celebrity Culture

Chair: Claudio Bisoni (University of Bologna)

Lukasz Swiatek (University of New South Wales, Sidney, Australia) – Celebrity, Wellbeing and Comfort: Detractors and Contributors During the SARS-CoV-2 Pandemic Crisis

Orazio Giancola (University of Rome), Martina Visentin (University of Padova) - Between Surface and Depth. Reflection on Celebrity Consumption and Cultural Practices of Young People During the First Wave of CoV-2

Paola Brembilla (University of Bologna) - The Rise of Alessandro Barbero. From Historian to (Accidental) Internet Celebrity During Italy’s Lockdown

Simona Castellano (University of Salerno), Luca Bifulco (University of Napoli), Mario Tirino (University of Salerno) - The Star and the Virus. Football Celebrities and the Self-narrative of Contagion on Social Media

Elisa Farinacci (University of Bologna) - Cooking@Home: Italian Celebrity Chefs Responses to the COVID-19 Pandemic

Ioanna Vovou (University of Athens, Greece) - The ‘New Heroes’ of the Covid 19 Era

Leonardo Campagna (University of Roma) - To Hold Together: Pop Music During Covid-19

PARALLEL PANEL 4: Public Roles / Public Personae in Celebrity Culture

Chair: Fabio Cleto (University of Bergamo)

Anna Samelova (University of Bratislava, Slovakia) - A Brilliant Celebrity with a Controversial Public Role

Nicola Bozzi (Independent Researcher), Stefano Brilli (University of Urbino) - Branding the ‘Bandito Influencer’: Studying Cross-Platform Fame and Deviance in the Cases of Er Brasiliano and 1727Wrld Star

Stefano Cavalli (University of Parma) – Celebrities and Sars-Cov-2: Philanthropic Messages/Action, Public Position

Alfonso Amendola (University of Salerno), Jessica Camargo Molano (International Telematic University UniNettuno, Rome) - Celebrities and Ecology: When Reforestation Becomes a Competition To Show Who Is Richer

Claudia Capelli (University of Bologna), Chiara Gius (University of Bologna) - “They Are Here For You.” Exploring the Interconnections Between Celebrity Culture and the School Strike for Climate Movement.

Alexandra Budabin (Free University of Bolzano), Lisa AnnRichey (Copenhagen Business School) - Batman Saves the Congo: How Celebrities Disrupt the Politics of Development

12.30 – 14.00 (12.30 – 2 p.m) LUNCH
14.30 – 17.00 (2.30 p.m – 5 p.m) PARALLEL PANELS 5 AND 6

PARALLEL PANEL 5: Celebrity/Stars and Crisis in Film and Television

Chair: Michele Fadda (University of Bologna)

Ylenia Caputo (University of Bologna) - “Ask Me a Question.” Italian Teen Celebrities Hanging Between Authenticity and Fiction

Luca Antoniazzi (University of Bologna), Luca Barra (University of Bologna), Giulia Muggeo (University of Torino), Mariapaola Pierini (University of Torino), Francesco Pitassio (University of Udine) - The Covid-19 Crisis and Its Impact on Italian Film and Television Performers

- Giulia Muggeo, Mariapaola Pierini - Stand Up for Your Rights! The Role of Italian Celebrities in the Debate for Actors’ Legal and Contractual Recognition During the Pandemic
- Francesco Pitassio – What Am I Doing Here? The Economy of Prestige, Film Awards and Self-Promotion at the Times of Covid-crisis

PARALLEL PANEL 6: Celebrities’ Identity Crisis and Body Politics

Chair: Valentina Re (Link Campus University)

Chiara Checcaglini (University of Bologna), Maria Elena D’Amelio (University of San Marino), Lucia Tralli (University of Napoli) - Bodies in Crisis: Women and Body Positivity on Social Media

- Chiara Checcaglini - Bodies, Beauty, Brands: Merging Personal and Professional Identities Online
- Maria Elena D’Amelio - Brand Mom: Celebrities, Body Positivity, and Commodified Motherhood
- Lucia Tralli- “It is not about Beauty... or is it?” Body Positivity, Affective Labor and Authenticity

Maegan Stracy (Parsons School of Design in New York City) - Illegally Blonde: Performing Femininity in the 21st Century Courtroom

Nomvuyo Nxele (University of Pretoria) - The Derision of the Black Female Celebrity: The Case of Rihanna

Cosana Eram (University of the Pacific, California) - Body Politics and Celebrity in Crisis

17.30 – 18.30 (5.30 p.m – 6.30 p.m) KEYNOTE ADDRESS

Suzanne E. Ferriss (Nova Southeastern University, Florida) - Celebrity in Crisis in Sofia Coppola’s Cinema

Discussant: Leonardo Gandini (University of Bologna)
THURSDAY, 13 MAY

10.00 – 12.30 (10 a.m– 12) PARALLEL PANELS 7 AND 8

PARALLEL PANEL 7: Celebrity and Social Media

Chair: Francesca Pasquali (University of Bergamo)

Aidan Moir (York University) – Covid, Consumer Culture, and the Contradictions of Celebrity Social Media Campaigns

Floriana Bernardi (Independent Scholar), Enrica Picarelli (University of Bologna) – Passions Will Save Us: Chimamanda Ngozi Adichie’s Instagram Persona Before and After the Covid Pandemic

Giovanni Ciofalo (Sapienza University of Rome), Silvia Leonzi (Sapienza University of Rome), Lorenzo Ugolini (Sapienza University of Rome) – “No longer and not yet”. The Social Celebrities During the Pandemic, Between Transformation and Resilience

Mahmoud Farhadimahali (Allameamini University), Ali Farhadimahali (Islamic Azad University of Gorgan) – Circulation of Celebrity Culture on Social Media Studying the Reactions of Iranian Celebrities and Their Fans to Covid-19 on Instagram

Geraldina Roberti (Dell’Aquila University), Ariela Mortara (IULM, University of Milano) – Too Bad They Are Influencers. The Figure of the Influencer in the Covid-19 Crisis

PARALLEL PANEL 8 – Fashion and Celebrity

Chair: Marco Pedroni (University of Ferrara)

Pamela Church Gibson (London College of Fashion) – Celebrity Footballers in a Time of Crisis: From Fashion Victims to Social Campaigners

Nadica Maksimova (University of Bologna) - Let’s Talk About the Crisis. The New Types of (Fashion) Influencers – Sustainability First!

Flavia Piancasso (University of Bologna) - Dressed Like a Goddess. The Crisis of the Ethics Restarts From Celebrities’ Reproduction of Religious Costumes.

Monica Sassatelli (University of Bologna) - Marx’s coat, Diderot’s dressing gown, De Beauvoir’s chignon: what fashion tells about intellectual celebrities

Milan Hain (Palacký University, Czech Republic) - From Shy Tomboy to Queer Icon: Kristen Stewart and Embodying/Overcoming Anxiety in Contemporary Hollywood

12.30 – 14.30 (12.30 – 2.30 p.m) LUNCH

14.30 – 15.30 (2.30 p.m – 3.30 p.m) KEYNOTE ADDRESS

Eugenia Paulicelli (Queens College & The Graduate Center, The City University of New York) - Between Harlem and Florence: Translating Cultures in Dapper Dan and Gucci in a Time of Crisis

Discussant: Pamela Church Gibson (London College of Fashion, University of the Arts)
16.00 (4 p.m) CONFERENCE CLOSING

16.30 (4.30 p.m) END OF THE CONFERENCE