

Celebrity Influence on Political Campaigns

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Introduction

The influence of famous people can have a fairly important role on social and political choice of the people because for them, the opinion of the celebrities carries sufficient value and thus, influence their vote bank. From olden times, fame and beauty goes hand in hand with mass approval and agreement. People perceive that the celebrities who appear amidst glitz and glamour are supposedly godly people and someone they can trust upon. The paper aims to discuss the role of celebrities in political campaigns and how they influence populaces' decisions

Discussion

With popularity and acceptance of celebrities, they have been recognized as a catalyst to boost political circles, where they are posed as ambassadors and promoters for campaigning against issues of national interest. Celebrities like George Clooney and Angeline Jolie are popular examples of celebrities that are used as a force in reinforcing sound political concepts (Zwarun, 2011).

One of the factors in the United States election results are so called endorsements by the celebrity stars. It refers to a situation where any organization or person declares its official support of any candidate. This support is majorly by celebrities since these are people who have much and fame and enjoy influence on voters' decisions. However, the extent of this influence should not be exaggerated. Statements of celebrities on their support of a policy can help the candidates at an early stage of the campaign, as it is able to attract the attention of the press and the electorate (Thimsen, 2010). But the best approach is to compel the audiences (fans) to come to the poll and make their own decisions.

The election is the most important event and repeatedly coveted by celebrities. Before Youssou Ndour, other musicians have tried their luck, especially in Haiti, where two singers have announced their candidacies for the presidential election of 2011. One has been more successful than the other: Wyclef Jean, singer and former member of the Fugees, was launched in August 2010 in the presidential race before his application was refused essentially because of his place of residence (i.e. U.S.). He then supported the candidacy of another musician, Michel Martelly, who was elected president in May 2011 (Payne, 2007).

It's not just the presidency in politics but there are a lot of celebrities involved in Government or in Parliament. Among the most famous include the MEP and singer Nana Mouskouri, actress, singer and Minister Melina Mercouri, the musician and Minister Gilberto Gil, Minister and footballer Pele or the rocker and Minister Peter Garrett. Celebrities play an important role in supporting or getting against a particular political party. There have been songs where the lyricist has supported or commented against certain political groups.

Conclusions

Celebrities, because of their fan following, fame and popularity exercise significant influence on in politics. With popularity and acceptance of celebrities, they have been recognized as a catalyst to boost political circles, where they are posed as ambassadors and promoters for campaigning against issues of national interest. Political parties make use of these celebrities to attract voters and influence their decisions. Be it politics, media, advertisement, sports etc, celebrities enjoy significant attention mainly because of their power to influence others.

References

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