



## Paparazzi: Media Practices and Celebrity Culture

*Kim McNamara*

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Paparazzi photography has emerged as a key element in today's media landscape. This book charts the historical and cultural significance of the industry, profiles its protagonists and discusses how its imagery of celebrity have become a major part of media consumption.

Kim McNamara examines the various ways in which the controversial paparazzi industry is structured, including its workforce practices, development of image markets, and how it has been reconfigured during the transition from analogue paper-based photography to digital platforms. It adds to the literature on celebrity studies, unraveling the importance of the paparazzi to celebrities, and the integral nature of images - both spontaneous and staged to public relations and marketing content.

Based on interviews worldwide with key industry players, including agency managers, photo editors and photographers, from Los Angeles to London, the book argues that the paparazzi should be given central importance in any analysis of media culture.



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