Social Media On Celebrities

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**Introduction**

Social media has provided a platform for celebrities to communicate and associate with the masses over the years. The celebrities find it at ease to function on social media, as an integral part and unending need for publicity to maintain their public personas. Conversely, mediums like Facebook, Twitter and Instagram have enabled user insight to a more critical view of a celebrity's

life, allowing them instant access in their reality.

Famous names in the showbusiness like Selena Gomez and other celebrities have utilized these platforms to speak with fans about imperative issues, while stars like Kim Kardashian and Justin Bieber have constructed their realms via web-based networking media. These celebrities have the ability to impact a large number of individuals around the globe with a single post, and they have aced exactly how to do it. Also, on account of the brilliant universe of online life that offered these celebrities the correct opportunities at the correct time that drove these stars to achieve success (Rodriguez, 2017).

**Thesis statement**

This paper tends to explore the relationship between celebrities on social media and the general public through expectancy violation theory, which explains the unexpected actions of individuals in an interaction. Individuals expect a specific action out of the interaction and deem its violation to the expectations instilling both positive or negative impacts amongst the population.

**Literature Review**

Expectancy violation theory is a sociological theory revolving around communication, which endeavors to clarify the unexpected actions of individuals in an interaction. This theory depends on uncertainty reduction theory where the unclear behaviors of the others are diminished through interaction. The theory was created from the nonverbal expectancy violation model by Judee.K.Burgoon. Anticipation and indulgence of individuals in a specific behavior while interacting and the violation to these expectations can be viewed as good or bad influences amongst people (Burgoon & Hale, 1988).

Expectancy violation theory focuses on the interaction of an individual in a specific and defined setting. Individuals create an expectation and prediction of how the other will respond. Infringement of this desire can cause to a judgment that will be positive or negative. Individuals act peculiarly according to their experiences in childhood and this creates a response in the masses. This theory has depths in individual space. The theory represents that violation of expectations of behaviors is based on the behavior of another. This exchange of behavior is either considered favorable or undesirable buy the others. The theory is hence a proponent of the fact that expectations to the behaviors of others cause the consequent and implied reaction in the others (Floyd & Voloudakis, 1999). the theory hence explains the relationship between behaviors, communication, and violation as an effect. (Burgoon, 2015).

**Discussion**

Individuals want to maintain a positive public image, by indulging in acts that serve good to all. Nonetheless, frequent challenges revolve persistently around our public image. As social network sites become a noteworthy platform for everyday communication, a developing number of image threats are also eminently seen on social media. More often as criticism, dismissal, and badgering. Further, the emerging updates on the features of social networking sites explicitly large amounts of visibility and perpetual quality can also raise the potential harm of celebrity image. This reflects that perceived image of the celebrity and dealing with one's public image on social networking sites have turned into an imperative part of new media. Expectancy violation theory gives a hypothetical structure to see how individuals react to celebrities on social media. This theory places that celebrity fans or the general public have created assumptions regarding how others should communicate with them i.e. mostly positively, i.e. alluded to the anticipation. Behaviors of communication that disrupt our hopes, and which triggers emotional arousal, prompting us to translate and assess the expectancy infringement. It assesses whether this infringement is positively perceived or negatively acknowledged, consequently influencing our reaction to the violation. Violations higher to our anticipation, for example, a surprise party is assessed as positive one instilling a positive correspondence result in the public. On the other hand, violations of undesirable behaviors not fulfilling expectancy is seen as negative infringement and for the most part anticipate negative results (Jian Raymond Rui, 2018).

An issue that has been investigated lately is the role of social media in intervened connections. The appearance of the web and the formation of fan sites offered audience more methods for finding out about celebrities, the utilization of social media has on a very basic level transformed the nature of interceded connections in permitting celebrities simple and consistent access to communicate with fans who became friends and followers (Mary Beth Oliver, 2014).

**Conclusion**

Celebrities have a powerful effect on how their followers see themselves and how they see the world. These celebrities influence the attitudes and behavior of the audience to a greater extent. They can have a positive impact on people and serve as role models. Few singers, actors, celebrities can also offer harmful examples. Specifically, celebrity impact on body image and substance use is often injurious to youth's emotional well being. In this manner, people need direction on the best way to interpret celebrity impact. Adults can connect with children around media. In addition, guardians and teachers can make use of celebrity stories into imperative talks about wellbeing and individual decisions. In conclusion, celebrities are truly individuals. Subsequently, they experience genuine struggles in their lives. But since they are in the public eye, the public has the chance to gain from them. The followers/fans need to deal with the data and take away a healthy message.

Celebrities are able to impact emerging trends in culture, concerning beauty and fashion at more prominent degrees. From their capacity to create communities where followers feel progressively associated with the influencer through larger amounts of commitment, legitimacy, and unwavering quality, we can presume that celebrities on social media stars have the high ground in supporting items.

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