Beyoncé, Celebrity Worship, and the Dichotomy between Illusion and Reality

Project Abstract: Beyoncé is, arguably, the brightest star in the musical celebrity universe. Her star power radiates integrity in the way she lives, loves, and epitomizes the ultimate luxury of female sensuality. As one of the best-selling musical artists of all time, her lyrics are etched deep in the heart and soul of millions of fans. If money equates to success, then consider this: Beyoncé’s current net worth, when combined with that of her husband, Jay-Z, is over $850 million. (Forbes, 2014)

What happens when millions of ordinary women worship beyoncé? Does such celebrity worship build confidence or does it reinforce inferiority? Is her career capitalizing on fantasy, or is it rooted in authenticity? Answers appear in the slogans of devoted fans: “B is for Bow Down.”

This project gathers facts, photographs, media reports, and fan reaction to develop a case study of celebrity worship, leading to a better understanding of the media’s role in fabricating fan worship. The goal of my work is to understand the dichotomy between illusion and reality in order to discover deeper meanings beneath the surface of Beyoncé’s expertly crafted celebrity status. My work investigates the question: Is she, or she not, de-stigmatizing the role of women?

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