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The Entertainment Industry in America

The American entertainment industry has expanded more than most any other entertainment industry in the world. With this, interest in the lives of American celebrities has also expanded. This has led to many people seeking information on celebrities on the many celebrity gossip websites and other forms of celebrity information media, which has become a part of American culture. The celebrity gossip industry has played a significant role in American popular culture (pop culture), as many people are curious about what goes on in the lives of celebrities, thus the slogan by *The National Enquirer* magazine, "Enquiring minds want to know" (Burns, Kelli S). Moreover, enquiry into the entertainment industry and how it affects cultural values in America is important. Exploration and investigation into how the entertainment industry shapes American cultural values and ways of thinking are discussed herein. Many Americans spend a great deal of money and resources or they invest a significant amount of time on their fixations with the entertainment industry and other related services in the industry (Burns).

Consequently, it is plausible to conclude that entertainment has much to do with the lives of Americans, as it is quite obvious that entertainment influences American society's moral or culture value systems in many ways. This is evident in times when the entertainment industry is blamed for the issues of society. The entertainment industry can often promote or go against cultural or moral habits in a society. For example, in the case of the failed performance by pop

star, Britney Spears at the 24th annual MTV Video Music Awards in 2007, in which she was dubbed “a bad image” by critics. Reporter, Rebecca Traister, stated the performance painted a bad picture and that it was “execrable” (Traister).

This is an example of how the entertainment industry actually affects people’s emotions, and this is why celebrity gossip websites are so popular. Celebrity gossips websites are a remarkable feature in the entertainment industry and often are sources for the latest news about celebrities. This can have an effect on the entertainment industry’s marketing trends, as fans are the drivers of many sources of revenue in the industry. This includes music sales, turnout in various entertainment casinos, and loyalty to new productions in the industry. The profits in the industry depend on the level of information that fans have access to about celebrities (Burns). Additionally, the entertainment media plays a huge role in the celebrity gossip business. Celebrity gossip magazines are big sellers in the business, and this is so because of the popularity of the need for people to know about celebrities’ lives.

Controversial artists such as Marilyn Manson get a platform in the media on many occasions because of the curiosity he invokes with many young fans. The *Matrix* video, for example, was accused of causing misconduct in students because of its violent content. The video was probed for possibly triggering violence in the two students who committed the Columbine High School massacre. Marilyn Manson responded to the accusations stating, “What breeds unbearable culture in people is the people themselves” and refused to have the entertainment industry and social media blamed for these types of incidents (Burns).

In an attempt to determine the role of the entertainment industry in shaping society’s culture and morals, it is important to first consider several questions. Particular forms of entertainment sends certain types of messages to audiences, which could cause some people to

get certain ideas from the messages. To what extent the messages are received varies with the audiences' race, class or gender, which should all be considered (Burns 24). Additionally, the magnitude posed on the American culture in relation to race, class, or gender regarding this issue should be subject to an in-depth analysis.

Many assume that people's love for entertainment is based on just wanting to have fun. Many entertainment fans link their fascinations to the satisfaction they receive from having fun while they enjoy indulging in entertainment. They enjoy listening to music, watching videos, and relaxing from life's challenges through entertainment. To what extent people enjoy entertainment and what forms of entertainment they choose are personal choices. This choice involves personal preferences and has no obligation attached to it. One chooses what he or she prefers most in the form of entertainment. The conceptual reflection of culture attached to entertainment is another assumption presented (Burns).

For instance, DeSean Robinson Walker, confesses his love for hip-hop and refers to himself as an example of the people influenced by hip-hop. He supports morale regarding hip-hop to its fans. He also expresses his admiration for artists such as Donald Trump whom he claims is a risk taker. In this case, it is obvious that hip-hop is admired and gives a type of encouragement to its fans. Additionally, Walker acknowledges celebrity success stories and entrepreneurship ventures are a source of pride to many fans, even though they do not receive any of the direct benefits from such success (Burns). He appreciates how he was able to get to high school through motivation from hip-hop, having come from hip-hop. He encourages others to work hard and to be determined to succeed. He also shows admiration for those who came up with ideas such as potato chips. In addition, admiration of clothes and accessories received from young people is notable in this case, as well. In this instance, a hip-hop celebrity bred a culture of

hard work. This shows how much society can criticize celebrities' ventures, but Walker shows that the achievement of celebrities in the hip-hop industry is admirable and plausible. Hip-hop is an example of a source of entertainment, and the assumption made in this case is that entertainment is for fun and is a reflection of a lifestyle. Walker speaks of the message from hip-hop as that of encouragement to change how lifestyles can be viewed in those living in the informal settlements. In conclusion, entertainment can affect people's lifestyles and the celebrity gossip industry, therefore, has an effect on American culture.

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