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Impacts of Cultural Celebrity on Young People

Celebrity culture in the society today causes a great impact on the education of young people in the society. For instance, pupils in primary school, students in secondary and those from a higher education level have decreased their percentage of performance in class due to the influence of celebrity culture. Leaners in institutions are not performing well in academia because they are mostly spending much of their time trying to groom themselves to become like a certain celeb even though some of these celebrities show immoral lessons and behaviors (Caulfield, Timothy and Declan Fahy 25). Some of the students are so much influenced such that they spent much of their time watching and admiring their role model on the internet and television at home. Celebrity culture cause a great impact on leaners from different level despite that teachers are trying to force them to work hard because they want to become successfully in a short time like most of the young celebrities in the community. Celebrity culture therefore is affecting the performance of young people on education so quickly despite the efforts of teachers and parents to urge them to work hard academically.

Many parents and teachers are worried that their children are lost in the world of fantasy because they think that fame although it has money, it also has many limitations. For instance, tutors are afraid that children are not working hard because they want to become pop stars, footballers and modelers among others. They fear that young people will not progress in education because they are wasting time working on how they can become stars instead of reading and aspire to become someone better like a doctor. According to the research, 60 percent of teachers interviewed said that their pupils wanted to become like David Beckham, 32 percent said that they aspired to become modelers and modelled sometimes on heiress Paris Hilton (26). 58% of teachers said that some of the students aspired to become pop stars. The problem with these aspirations is that they are not good for teachers because it making learners to fail in their exams.

Adults in the society are against the issue of children trying to take fame people as their role models because some of them do not behave well. According to the general secretary of the Association of Teachers and Lecturers union, Dr. Mary Bousted, celebrities display an immoral image to kids from the way they talk, walk and wear. Also, a primary teacher Julie Gilligan said, “On the hand, l have seen and heard negative emulation of celebrity footballer/pop star language and behavour in the playground and in school- including disturbing age-inappropriate ‘acts’ by young girls in school talent shows Hayat.” (Kauser, *et.al*. 147). Children in school imitate abusive words used by the ‘role models’ to insult or make conversations while they are playing far from the watch. The secondary Essex from Colchester also said, “I think it encourages underage drinking and anti-social behaviour and most of the media focuses on many of the celebs negative behaviours.” (150).the acts of celebrities taking drugs and speaking filthy words are being used by young people making it frustrating for parents.

The media also play a big role in instilling the celebrity culture into children because most of their programs and advertisements contain many celebrities. Children spent most of their time during holydays watching their role models on the television memorizing all the walking styles and characters of people in the media. Duncan smith said, “X Factor culture fuelled the UK riots…kids are meant to believe that their stepping stone to massive money is the X Factor. Luck is great, but most of life is hard work.” (Scharrer, Erica and Srividya Ramasubramanian 173). Young people are not willing to work hard anymore because they want to get money and become rich using a short cut. The media stresses on the issue of celebrity so much until children start looking at it as great thing to do in their life.

Most of young people in schools have become less hardworking today because they are dreaming of becoming a celebrity in the world. The reason for student’s aspirations to become famous is because they look at celebrities as their role models in the society. A primary teacher Elizabeth Farrar says, “Too many of the pupils believe that academic success is unnecessary, because they will be able to access fame and fortune quite easily through a reality TV show. They believe that they are much more likely to achieve financial well-being through celebrity than through progression to higher education and ‘proper’ career.” (175). From Farrar’s statement, it implies that children stop working hard on education since the time they are in primary school. They continue with the same negative attitude and laziness to secondary school and fail to work hard so that they can perform better. It is therefore hard for a teacher to convince a student who has already believed more in celebrity culture to pursue academic at a higher level.

The impact of celebrity culture on young people in the community is not a bad thing depending on a person’s perception. For instance, Dr. Mary Bousted said, “We are not surprised about infiltration of celebrity culture in schools-it reflects the current media obsession with celebrity and the effect of celebrity culture on society as a whole. Celebrities can have a positive effect on pupils. They can raise pupil’s aspirations and ambitions for the future.” (Hayat, *et.al.* 148). Celebrity culture is normal thing in this century and every young person is prone to admire. It also makes them earn wealth as compared to spending many years in school. The society should therefore allow children to pursue what they love because education does not guarantee success today like it used to in the past century.

Teachers and parents try to discourage pupils and secondary students to indulge themselves in celebrity issue but the problem is that they are being affected by the culture. According to Richard Nisbett, people are affected by the type of culture that they are brought up in. young people in the world are also being impacted by the ‘celebrity culture’ because this is the kind of a place they are being brought up. Students from different level of education are growing up learning to pursue their desires and passions differently. During the 19th and 20th century, many people worked hard in schools because they knew that success is in education (Treme, Julianne and Craig 441). They performed better because their culture encouraged learning to achieve success. During that time, education was referred to as the key to prosperity. However, the culture has changed because most of those famous people in the world have not attained education to a higher level. Young people are looking at those successful good looking stars and admire them because they did not have to sweat to become successfully.

Despite that many people blame the culture, the relationship between teachers and children also matters because it makes them to either work hard or become lazy. For instance, according to the theory of expectation, the treatment that a student receives from his or her teacher will determine whether he or she will get a motivation to keep working hard and attain better results in the exams (Ramasubramanian and Srividya 125). Teachers tend to expect low performance from ethnic and racial groups not knowing that they are making the particular kid to feel that he or she is not supposed to work harder. However, when teachers start expecting that children who are influenced by the media will fail, they will definitely make them to feel lazy and work less. Teachers should therefore learn to show or have higher expectations from their classes because every person is capable of improving and performing even better yet still engage in other activities.

The education system should recruit skilled teachers with knowledge and experience to teach from a primary level to a higher education sector. Effective tutors motivate, inspire and urge students to work hard and achieve their dreams in education and other fields (Kurt, 217). Besides teaching how to pass exams, they encourage leaners to follow their talents especially when they are not doing well academically. According to the theory of cultural deficit, some students perform poorly in class because their social, culture and linguistic at their home does not make them ready for school work (224). The theory explains that a low performing student might have been lack enough to acquire readings material for learning. Some kids also find it hard to communicate fluently because they were affected by the language at home during social interaction. However, education system should recruit teachers who are well trained to teach all children from different cultural background without discouraging them in any way.

In conclusion, celebrity culture have caused a great Impact on young people’s education today. Many students are yearning to become a celebrity someday even though they are not certain if they will make it. The problem with this celebrity issue is that it is making them to fail in academic and stop pursuing their dreams related to education. Kids should learn to work hard something that celebrity culture does not teach. Instead, young people are imitating immoral behaviours and abusive words. Even so, celebrity culture is a normal thing to do just like you can work hard in education.

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