

Introduction:

Celebrities are not only living a lavish and rich lifestyle but they can also be one of the biggest advocates in our society. These celebrities have such a large and powerful impact on people that they can influence positivity in the world, they just have to put it out there first. For example, they can be seen as one of the best ways to promote companies, voice opinions and also set trends for others. They can have a very large impact on our world's society more than we can ever imagine. Similar in *Catching Fire*, the sequel in the series *The Hunger Games*, written by Suzanne Collins. In the book the victors are seen as superstars because they are the winners of the televised games. Katniss's mocking jay pin is seen as a symbol of rebellion and has turned into a trend. The mocking jay symbol is now a fashion statement and is worn all over the capitol because of the power that Katniss holds. In this book Katniss is using her power for good and to create a change for the better, I think that celebrities in our world should do the same. They should not let that power go to waste.

Being a celebrity means that people across the world know your name, and from the outside their life can be seen as very desirable. Their success is what makes them so admirable pushing many to want that type of lifestyle. People in today's society look up to these famous people so much, sometimes they would follow anything that celebrity said or did. Which means that they can cause harm with their actions if they have a negative connotation. Having a famous person advertise a product can be a powerful tool for marketing. Celebrities promote everything from products to services and even social causes. Celebrities can shine a bright spotlight on all

types of businesses, and that's why they are sought out by a wide variety of companies to advertise their products or services. Celebrity endorsement is a promotional tool that boosts brand awareness. It is a way of enhancing credibility and gaining visibility for brands. Celebrities are well-known people and a celebrity endorsement can make a brand stand out. Many companies have successfully leveraged celebrity endorsements to result in increased business. If a celebrity has that much influence in promoting a business imagine what they can do if they tried to make the world a better place and promote positivity.

These celebrities can also be huge advocates and voice their opinions on social issues around the world. There are many projects around the world that need to be brought to the attention of citizens. If celebrities use their platform to bring attention to these issues there would be a huge change in the negativity that goes on. For example there is an organization called March for Our Lives, their mission and story is told on their website marchforourlives.com. Their story is that after the tragedy at Stoneman Douglas High School in Parkland, Florida, was to make that that never happened again. They do not want to allow more people to be killed by a senseless act of gun violence and to experience losing a loved one. Their mission is to not allow the normalization of gun violence to continue and must create a safe nation. From the source form the website, "George Clooney, Paul McCartney and more celebrities join March for Our Lives", by Chloe Melas on March 25, 2018. On stage and in song, on social media and in silent participation, several celebrities showed their support for the student organizers behind Saturday's March for Our Lives. In Washington D.C, Miley Cyrus, Ariana Grande, Common, Lin-Manuel Miranda and Ben Platt were among the performers who took to the stage to pay

tribute to the 17 lives lost in the deadly school shooting in Parkland, Florida, last month, as well as people impacted by gun violence elsewhere. This created attention to the subject and to the organization and made a huge impact on world. Celebrities have voiced their opinions so loud you can't go anywhere without hearing about gun control debates today.

The image of celebrities can be seen as the best thing, leading others wanting to follow. They are huge trend setters, meaning that if celebrities were to put forth positive energy about issues it would be followed. Any thing from clothing to a figure of speech is mimicked by people around the world due to the fact that a celebrity has done so. From the article "Celebrity Influence on Today's Society" written by Natalie Laflare on April 30 2018, Popular culture is often something you get sucked into without even trying. Many people complain how much they dislike a celebrity, but will always be updated on the latest trends and headlines about the that specific person. Others admire a certain famous person so much they will check every social media multiple times a day just to stay caught up with their favorite celeb. Today, you will often see fans that develop what's called a parasocial relationship with their favorite celebrity. These just show how celebs are seen in our society. They are seen with a lot of power and they should not put that power to waste they should make others want to do good.

The victors in the book *Catching Fire* by Suzanne Collins are seen as celebrities of Panem. They are constantly celebrated and sought out people to be. They also in this book try and work towards change and put their power to good. In Panem and in our world, they can be very influential and are seen as one of the best ways to promote a company or idea. They are also

able to voice their opinions and most of the time be followed and they are huge trend setters.

With those types of platforms, they should use it for good.

Body:

Main Point 1: Celebrities images are used to promote companies and are featured in many commercials.

Main Point 2: They are huge advocates and voice their opinions on social issues. They are many advocates for projects like March for our lives and more. For example George Clooney, Miley Cyrus, Ariana Grande and more. On March 24th, 2018, there was a student led rally called March For Our Lives, which over a hundred celebrities participated in by speaking, singing, or even just supporting the event. The more celebrities encouraged people to talk about it, the more everyone had continued to talk about it. They decided to use their platform to promote positivity.

Main Point 3: The image of a celebrity most of the time is seen as the best thing, leading to others wanting to follow. They are huge trend setters.

Conclusion: The victors in the book Catching Fire by Suzanne Collins are seen as celebrities of Panem. They are constantly celebrated and sought out people to be. In Panem and in our world, they can be very influential, they are seen as one of the best ways to promote a company or idea, are able to voice their opinions and most of the time be followed and they are huge trend setters. With those types of platforms, responsibilities also follow, there can be negative and positive effects with the celebrity image.

Sources

Natalie LaFreiniere “Celebrity Influence on Today’s Society” , April 30 2018, medium.com
<https://medium.com/@nlafreniere/celebrity-influence-on-todays-society-77321834955a>

- This article talks about how celebrities are a great advocate in our world but can also take that in a negative way as well as promoting it positively.

Chloe Melas “George Clooney, Paul McCartney and more celebrities join March for Our Lives”, March 25 2018, CNN entertainment

<https://www.cnn.com/2018/03/24/entertainment/celebrities-march-for-our-lives/index.html>

-This article is about how many gathered in Washington to try and end gun violence and participate in March for our Lives. Many celebrities gathered and voiced their opinions and promote positive ideas.