FIGURATIONS OF CELEBRITY EVERYDAY LIFE: REPRESENTATION, AUTHENTICITY, AND PROXIMITY ON SOCIAL MEDIA

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Introduction

In recent years, the utilization of social media by celebrities has evolved into a significant cultural practice (Karhawi, 2024; Abidin, 2021), deeply integrated into their productive routines. Official profiles of celebrity artists serve not only as promotional platforms for their artistic endeavors but also as crucial spaces for cultivating perceived intimacy and proximity with their fan base. The interactional affordances of digital social network platforms stimulate public engagement on artists' profiles, fostering a sense of privileged access to celebrities. Consequently, celebrity engagement on these platforms transcends the mere dissemination of cultural products, demanding a performative exposure of personal life to achieve a heightened sense of closeness and expand their fields of visibility (Heinich, 2021; Sibilia, 2008).

The relationship between celebrities and fans is mediated by complex dynamics of projection and identification. This dynamic relies on the tension between the perceived exceptionality of celebrities and their portrayal of relatable, human experiences (Morin, 2018; França, 2014). Therefore, celebrity profiles undergo a meticulous process of "face management" (Recuero, 2016). The forms of self-presentation adopted by celebrities demand careful curation of content that, in addition to promoting their works, shapes the projected image of their identities and personal lives. The affective engagement of audiences with celebrities hinges on a perceived sense of intimacy, which is deemed "authentic" (Sibilia, 2015) to the extent that it manifests coherence between the celebrity's constructed image and their public biographical trajectory (Arfunch, 2010; Simões, 2012).

The self-presentation of celebrities on their digital social networks reveals not only strategies for organizing and maintaining their public persona but also spaces permeated by personal and identity issues that reverberate in their public biographies. These platforms facilitate the construction of images and narratives that offer insights into the articulations between celebrity experience and everyday life. This study seeks

to examine the intertwining of everyday life as performed on digital social networks with celebrity performativity. We conceptualize the everyday as structured around a "popular

ratio," wherein action and practice converge to create a common terrain of experience, interrelating representations, identities, and memories (Certeau, 2009).

This study proposes to analyze how the construction of celebrity presence on digital social networks strategically interweaves cultural productions with the everyday life of celebrities. We posit that this discursive practice engenders a complex living space for celebrities, characterized by the fusion of art and life. This research aims to contribute to the study of celebrity culture, digital media, gender, and everyday life.

Study

This study analyzes how everyday life is constructed on Liniker's official Instagram profile (@linikeroficial). Liniker is a multi-artist (singer, songwriter, and actress), who is Black and transgender, and has achieved significant prominence in Brazil through her artistic success and political activism advocating for transgender rights (Wheeler, 2014). She has garnered increasing recognition in both Brazilian and international cultural spheres, including a Latin Grammy Award in 2022, the Multishow Award for Artist of the Year in 2024, and induction into the Brazilian Academy of Culture in 2023.

Building upon previous research that explored the affective networks constituted by Liniker's fans and the media's reception of her Academy nomination, this study aims to analyze the representation of the artist's daily life as constituted on her official Instagram profile (@linikeroficial), her longest-standing and most far-reaching social media account (with 124 posts and 1.7 million followers).

Data collection utilized the "ExportComments" tool for data scraping. The posts, comprising videos and photos, were categorized into two groups: show promotion (53 posts) and artist's routine content (71 posts). First, a panoramic observation of the profile's presentation gallery was conducted to understand the construction of everyday visuality. Subsequently, a visual analysis (Barthes, 1999; Hall, 2016) was performed on the second group, organized into 5 thematic categories: Backstage (21 posts), Awards (10 posts), Professional Partnerships (10 posts), Personal Content (21 posts), Promotional (5 posts), and Media (4 posts). This methodological approach allows us to understand how the meanings constructed by images must be understood within the socio-historical and representational context in which they emerge, observing the interactions between images and their form of social circulation.

The objective of this analysis was to observe how figurations of the artist's daily life are elaborated, through the construction of a complex performativity for her cultural work in association with the way of life and daily routines experienced in her daily life.

Preliminary Conclusions

The everyday life represented on social media emerges as a performative endeavor, constructing a fluid boundary between the celebrity's artistic work and their personal

identity, and between lived experience and intended narrative. Representations of everyday life on Liniker's Instagram profile serve a dual function: authenticating her artistic work by linking it to her personal life, thereby enhancing its cultural legitimacy, and expanding the space for fan engagement and identification.

In posts showcasing behind-the-scenes footage of concerts and music videos, the collective nature of the productions is emphasized, as well as the dedication of the artist and her team in crafting these works. The collaborative spirit between the artist and her team is highlighted, along with the affective bonds that unite them. It is also shown how cultural creation is marked by significant effort, suggesting that her success stems from the intense endeavor to present high-quality cultural products to her audiences.

Posts highlighting musical partnerships with other artists carry a friendly and complimentary tone, demonstrating her affection and appreciation for her collaborators. These posts contribute to showcasing her insertion in both a relevant and prestigious cultural field among her peers—through affective and professional ties—and strengthen her position in the Brazilian music scene.

Individual images display both selfies and posed photographs. Selfies are characterized by eye-to-eye contact (Verón, 1986) and the mobilization of domestic space, along with intimate and poetic texts, aiming to project a more personal and intimate tone to her followers. Posed images in public spaces are more often linked to expressions of gratitude to fans, particularly for their engagement in tour shows, highlighting a commitment to contact beyond performances.

By juxtaposing images of her artistic life with those of her quotidian existence, Liniker broadens the scope of visual representations, challenging prevailing narratives about transgender women. In the Brazilian context, where trans women are often depicted in contexts of violence and exploitation (Souza, 2019; Louro, 2018), Liniker's portrayal of life, love, success, and happiness contributes to the diversification of trans women's life potentials. This portrayal challenges gender norms, fosters new forms of recognition and visibility, and thereby contributes to the wider discourse on transgender rights and representation.

This platform facilitates the articulation of aspirational life possibilities (Rolnik, 2019), presenting images of everyday life characterized by professional achievement, affective bonds, and the aesthetic representation of a transgender body in urban spaces. Liniker's profile thus constructs a narrative that interweaves professional success with the lovingness of personal relationships and the visible affirmation of a transgender identity.

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