



# Dyer

Where do I use  
this?

- **(Creative) Critical Reflection** - Dyer's idea feed directly into your discussion of **representation** in evaluation of your coursework. In **music magazine & videos** - the glamour of the studio or performance shoot should be shot and edited in order to create a sense of the extraordinary talent, passion, intensity and emotion. Whereas video **narratives** or **interview articles** often seek to represent the star as relatable, down to earth and ordinary. Social media pages also combine the **extraordinary sense of the star's celebrity lifestyle** as well as simultaneously giving us a personal insight into their **lives, loves, concerns and day to day existence**.
- **Postmodern Media** - A star image could also be described as an example of **simulation**. The star is part of the audience's lives (present), but is also unavailable (absent). The star is a **product and a hyperreal image**.