



Entertainment

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Definition

- Entertainment is **a form of activity** that holds the attention and interest of an audience, or gives pleasure and delight. It can be **an idea or a task**, but is more likely to be **one of the activities or events** that have developed over thousands of years, specifically for the purpose of keeping an audience 's attention.
- The experience of being entertained has come to be strongly associated with amusement, so that a common understanding of the idea is fun and laughter, although many entertainments have a serious purpose. This may be the case in the various forms of ceremony, celebration, religious festival, or satire for example. Hence, there is the possibility that what appears as entertainment may also be a means of achieving insight or intellectual growth.



Content

◆ Form

- Reading
- Music
- Comedy
- Games
- performance
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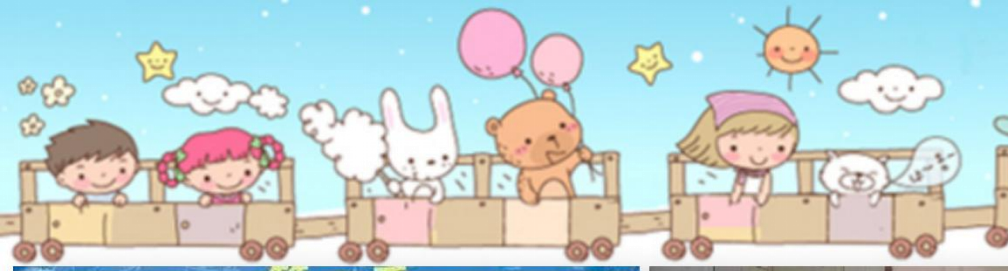
◆ Significance

- Release stress of work or study
- Make life more colorful
- Promote our competence by participating in recreational activities

A photograph of a small, round, woven basket filled with several decorated Easter eggs. The basket is placed on a rustic wooden surface. Scattered around the basket are several white daisies with yellow centers. The eggs are decorated in various ways: one is a solid brown color with small white floral patterns; another is white with a large, stylized brown flower design; others are white with black speckles and some have small white floral patterns. The lighting is warm and natural, creating a cozy and festive atmosphere.

two weeks ago

What impressed me most
about the entertainment



STARTS

An element of entertainment

ARE YOU A STAR FAN?





Star Worship



STAR WORSHIP, IS GOOD OR NOT?



Star worship

➤ Phenomenon

➤ Reasons

➤ Influences

➤ Celebrity effect

➤ opinion



➤ Phenomenon



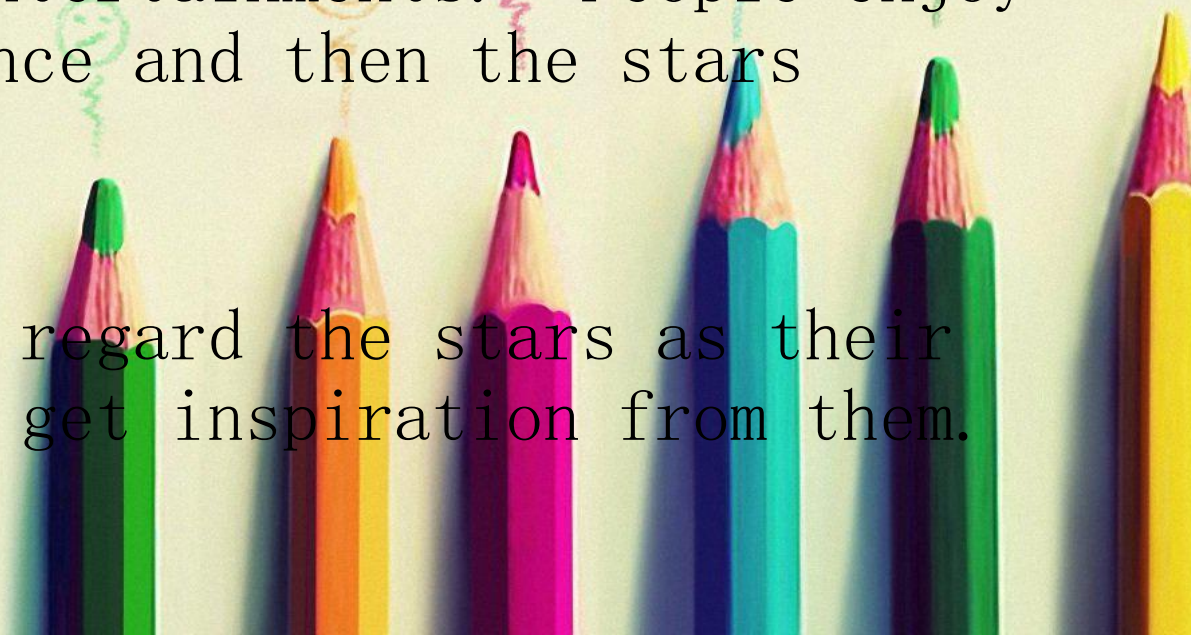
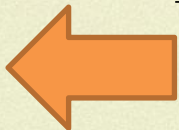
- Star worship, an old topic, becomes common among people especially teenagers in the modern world.
- Many people get crazy about their favorite stars. They admire them, they imitate them (Some have facial plastic surgery just to look a little more like the star they worship. Others even pay all their money to see the stars in person).



➤ Reasons



- To admire brilliant and successful people, maybe beautiful or handsome people.
- Stars in different fields (music, movies, sports) provide people with a variety of entertainments. People enjoy their performance and then the stars themselves.
- People tend to regard the stars as their idols, and may get inspiration from them.



Celebrity Effect

- Nowadays , more and more companies use celebrity effect to promote their products . Every day we are exposed to a large number of star advertisements on television , newspapers and other media . In addition , it has become a very common phenomenon that entertainment celebrities and sports stars are employed as spokesmen for the products . (phenomenon)
- There are many different factors contributing to this phenomenon . Among all these factors , the great profits celebrity effect brings play a critical role . Those stars images familiar to the public make the products become popularized in a short time . Moreover , celebrity endorsement may enhance the products' images , and thus win the consumers' trust . Besides , celebrities can not only make a lot of money but have more exposure and popularity .
- No doubt , celebrities increase the charm of the products , and a win-win result is achieved between companies and celebrities . However , it is worth nothing if some celebrities are not responsible enough . They might become the marketing tool of some dishonest companies . (sometimes, celebrity effect may misguide consumers)



➤ Opinion



- Young people admire stars for the glamour and money that surround celebrities. However, blindly worshipping famous people is extreme.
- Admittedly, star-worship does make certain contributions towards society. At least it boosts the prosperity of the film, TV, and sports industries, creates more job opportunities, and facilitates the redistribution of national wealth. (influence)
- There is a steelyard in everyone's heart.
 - ✓ Whether it's good or not to pursue stars is depend on yourself.
 - ✓ The outcome of the star worship only depends on





***THANKS FOR
ATTENTION!***