



Strategies for Building Media Fame of Artists in The Modern Entertainment Industry

Tetiana Dudiak

Co-founder ÉSTE Group LLC (ÉSTE Management Company), Producer, Talent Agent Chicago, Illinois, US

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ABSTRACT

The article analyzes strategies for building media fame in the contemporary entertainment industry, focusing on talent positioning, screen visibility, casting trajectories, and cross-media career development. The study addresses the growing dependence on public recognition, platformized attention flows, fragmented audience behavior, and intensified competition for professional visibility across film, television, live events, and digital communication environments. The novelty of the article lies in shifting the analytical focus from platform virality as an end in itself to a broader fame-building model centered on talent packaging, reputation management, audience attachment, and conversion of visibility into professional demand. The goal is to systematize practical strategies that help artists, actors, performers, and public-facing talents strengthen their recognizability, improve casting appeal, and maintain a sustainable media presence across multiple entertainment segments. The study applies comparative analysis, structured synthesis of recent scholarly literature, and conceptual modeling. The findings present a staged framework linking identity construction, visibility architecture, audience relationship work, and long-term career sustainability in the entertainment industry.

Keywords: Initial public offerings, risk disclosure, investor awareness, behavioural finance, market transparency

Introduction

The interaction of professional selection mechanisms and public visibility infrastructures shapes media fame in the contemporary entertainment industry. For actors, performers, presenters, creators, and other public-facing talents, recognition is no longer produced solely through institutional gatekeepers such as studios, broadcasters, or agencies; it is formed through the cumulative interaction of casting exposure, mediated self-presentation, audience recognition, and repeated circulation of identity markers across screen, event, and digital environments. Under these conditions, fame

develops as a managed career process rather than as an isolated publicity outcome. Public attention must be converted into professional trust, recognizability must be translated into casting attractiveness, and visibility must remain compatible with long-term reputation, workload, and artistic positioning.

The goal of the article is to develop an analytically grounded set of strategies for building media fame of artists in the modern entertainment industry.

To achieve the goal, the article solves three tasks:

- 1) to identify the mechanisms through which media visibility influences professional demand in film, television, live events, and talent representation;
- 2) to systematize strategies that connect identity packaging, audience engagement, and casting attractiveness;
- 3) to formulate risk-mitigation approaches related to overexposure, platform dependency, emotional overload, and instability of public attention.

The novelty of the work lies in an integrated model that interprets fame-building as a professional trajectory linking identity packaging, public recognizability, audience attachment, and conversion of visibility into career opportunities in casting, representation, and cross-media employment.

Materials and Methods

The empirical basis of the article is a targeted selection of recent scholarly works and analytical materials that address fame formation, artistic career development, platform visibility, and audience attachment across the contemporary entertainment industries. Petrides and Vila de Brito [1] examine how digital artists' careers are shaped by branding, engagement, networking, and conversion, making their findings highly relevant to the analysis of screen visibility and professional recognizability. Korzynski, Protsiuk, and Turnley [2] investigate social media impression management and show that self-presentation practices influence job leads and career satisfaction, offering a direct analytical bridge between mediated visibility and professional opportunities. Hu et al. [3] analyze micro-celebrity stress in live-streaming environments and show that self-promotional labor accumulates psychological strain, placing limits on the sustainability of fame-building trajectories. Ramadhiani and Adnan [4] study freelance creative workers in the audiovisual industry and argue that social capital and knowledge capital shape employability, bargaining power, and strategic positioning. Skaggs [5] shows that artistic careers depend heavily on professional social interactions and accumulated social capital, especially across different career stages. Haugsevje and Heian [6] analyze mentoring and social resilience in creative careers, clarifying how relational infrastructures support continuity and long-term career maintenance.

Rodriguez and Piccoli [7] examine how actors within algorithmically managed digital platforms sustain superior visibility over time, which is highly relevant for understanding how mediated attention remains unevenly distributed. Hödl and Myrach [8] explore tensions between platform control and creator autonomy, showing how algorithmic opacity and revenue dependence shape behavior inside creator-platform ecosystems. UNCTAD [9] provides a macro-level account of digitalization and AI across the creative economy, supporting generalization from platform dynamics to film, television, live events, and adjacent entertainment sectors. Zhou, Huang, and Inoue [10] offer regression-based evidence on parasocial interaction and perceived value, clarifying the mechanisms through which audience attachment stabilizes public visibility over time.

Methods used in the article: comparative analysis of recent peer-reviewed findings; structured synthesis of research on digital presence, artistic careers, and platform-managed visibility; conceptual modeling of fame-building trajectories; analytical generalization across film, television, and event-based entertainment.

Results

A consistent pattern across recent studies is that media fame in entertainment is shaped by concentrated visibility architectures rather than by talent exposure alone. Public attention is distributed unevenly, and recognition accrues to a limited share of prominent figures whose images circulate repeatedly across multiple channels. For talent managers, casting professionals, and representatives, this means that fame-building cannot be reduced to occasional publicity. It requires a repeatable visibility architecture that reinforces recognizability, professional image, and audience memory across interviews, screen appearances, event participation, editorial mentions, and digital circulation [7; 9].

Within fragmented media environments, attention rarely circulates through complete works alone. More often, recognition is built through short, memorable units: a scene excerpt, a casting moment, a backstage fragment, a red-carpet appearance, an interview quote, a visual gesture, or a repeatable persona marker. Research on digital presence suggests that such units

work effectively when they feed a broader professional architecture of branding, engagement, networking, and conversion rather than floating as disconnected fragments [1]. In career terms, these materials function as recognition triggers that keep a talent legible to audiences, agents, producers, and casting decision-makers between major projects. The strategic task lies in preparing appearances and media surfaces that preserve professional identity even when they circulate separately from the full narrative frame of a film, series, event, or campaign [1; 7; 9].

Another stable finding concerns collaborative amplification. Visibility grows faster when careers are embedded in professional and relational networks rather than promoted as isolated profiles. Research on audiovisual labor shows that social capital strengthens employability, bargaining power, and strategic positioning in precarious creative industries [4]. Adjacent studies on artistic careers and mentoring further indicate that professional continuity depends on sustained interaction, access to networks, and socially resilient career infrastructures [5; 6]. For entertainment practice, this means that collaboration is not merely promotional decoration: participation in ensemble casts, festival circuits, agency-led publicity, joint interviews, and recurring professional association with trusted names increases exposure across audience clusters and reinforces industry legitimacy [4; 5; 6; 9].

A second results block concerns professional translation of visibility into demand. In the entertainment industry, public attention acquires practical value only when it increases the likelihood of being selected, invited, signed, rebooked, or remembered during decision-making. Research on artists' digital presence shows that mediated visibility contributes to careers through branding, engagement, networking, and conversion rather than through mere exposure [1]. Further evidence from social media impression management indicates that curated self-presentation is associated with stronger job leads and higher career satisfaction [2]. In casting and talent representation, diffuse visibility without coherent professional packaging produces weak conversion, whereas repeated recognition tied to a stable image, legible strengths, and recognizable screen identity strengthens employability

across projects and representation negotiations [1; 2; 4].

A third results block concerns audience communities as carriers of reputational continuity. In film, television, talent-based entertainment, and public events, audience communities do more than consume finished outputs. They stabilize name recall, amplify emotionally charged moments, circulate quotes and visual symbols, and keep a talent present in public discourse between major professional appearances. From a managerial standpoint, community work is practical when it supports recognizability without collapsing professional distance. Fan acknowledgment, controlled access, repeatable symbolic markers, and structured backstage visibility help maintain attachment while preserving the perception of professional seriousness [10].

Relational stabilization forms the next results block. Fame persists when recognition is supported by emotional continuity rather than by isolated exposure peaks. Evidence on parasocial attachment indicates that audience loyalty strengthens when public-facing figures combine perceived value with recurring interaction cues [10]. In entertainment practice, this principle is especially relevant for actors, presenters, screen talents, and represented personalities whose careers depend on repeated public appearances. For such careers, practical relational work rests on four elements: professionally strong public outputs; selective moments of access through interviews, backstage fragments, or commentary; recognizable symbolic continuity across appearances; and carefully maintained boundaries that protect credibility and personal sustainability. Therefore, the strategy is to design a repeating relational cycle:

- 1) high-value content release (performance excellence, craft visibility, narrative depth),
- 2) structured interaction moments (Q&A prompts, behind-the-scenes clarification, fan acknowledgment rituals),
- 3) reinforcement artifacts (recurring symbols, phrases, visual motifs) that allow the audience to recognize identity quickly,

4) boundary-setting practices that protect sustainability [10].

Sustainability constraints appear as a distinct result block that limits purely growth-maximizing strategies. Hu et al. show that micro-celebrity status in live-streaming triggers role stress; self-promotion practices that build status can simultaneously create psychological load, and coping approaches emerge as part of the micro-celebrity phenomenon. For talent agencies, managers, and public-facing professionals, such findings point to the need for a stress-aware operating model. Permanent self-presentation, rapid-response expectations, and repeated emotional performances create cumulative pressure that erodes consistency and damages public image over time. Sustainable fame-building, therefore, depends on

pacing, delegation, selective exposure, and precise separation between promotional activity and private recovery [3].

A final result block concerns cross-media transfer across cinema, television, talent representation, live events, and adjacent entertainment formats. Digital circulation reshapes all of these segments by accelerating the flow of images, fragments, interviews, performance moments, and public narratives between professional and audience spaces [9]. For that reason, fame-building in entertainment is better understood as a multi-surface process in which casting exposure, editorial visibility, event appearances, and mediated audience contact reinforce one another rather than operate as isolated channels (see Fig. 1).

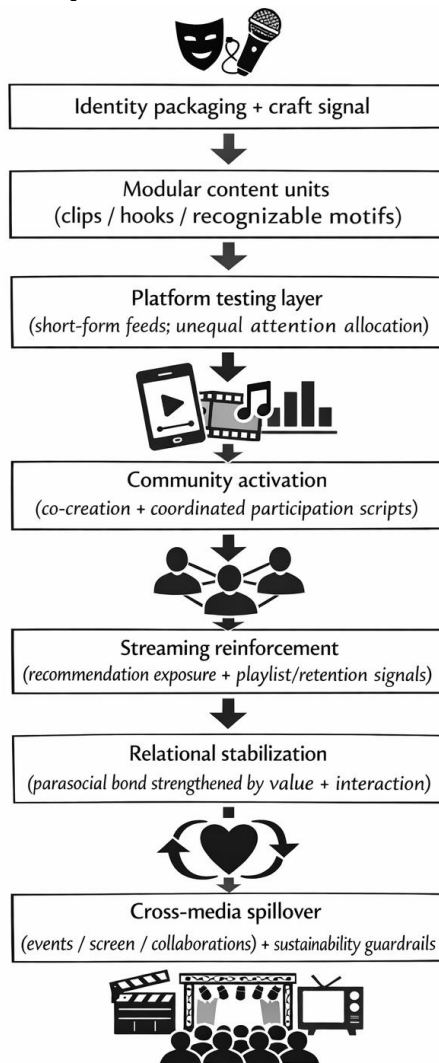


Figure 1. Integrated pathway for building media fame through talent positioning, screen visibility, audience attachment, and cross-media career reinforcement (synthesized from [3; 4; 7; 9; 10])

The practical strategy for fame-building in entertainment is portfolio-based: it links professional positioning, selective public exposure, audience memory, and diversified media platforms so that career momentum does not depend on a single channel, release cycle, or publicity spike.

Discussion

The findings show that the recommendation to “stay visible” has little analytical value unless visibility is connected to career logic. Research on digital presence indicates that mediated exposure supports artistic careers through branding, engagement, networking, and conversion [1]. At the same time, work on impression

management shows that deliberate self-presentation on social media affects job leads and career satisfaction [2]. For film, television, casting, and talent representation, the problem is therefore not simple exposure volume but the organization of exposure into a coherent professional trajectory. Fame grows more reliably when public appearances, editorial narratives, screen fragments, interviews, and event participation reinforce the same recognizability pattern and direct attention toward concrete career opportunities [1; 2; 7; 9; 10].

Table 1 consolidates strategy families into a pipeline view to align practice with the staged logic observed across sources.

Table 1. Strategy families for building media fame through talent positioning and cross-media career development [1–8; 10]

Pipeline stage	Strategy family	What is operationally done
Professional positioning	Identity clarity and market legibility	Defines screen type, public narrative, strengths, visual consistency, and recognizable persona markers
Visibility architecture	Managed circulation of career signals	Distributes interviews, scene fragments, backstage materials, festival appearances, press mentions, and event visibility across multiple channels
Collaborative reinforcement	Networked professional exposure	Uses ensemble work, agency initiatives, co-appearances, panels, editorial collaborations, and association with trusted names
Audience attachment	Selective relational continuity	Maintains fan recognition through symbolic consistency, controlled access, acknowledgment rituals, and repeatable identity cues
Career conversion	Casting and representation relevance	Aligns public image with employability, casting recall, bookability, and attractiveness for producers, agencies, and event organizers
Sustainability	Stress-aware exposure management	Controls cadence, delegates communication tasks, limits overexposure, and protects long-term consistency.

Strategies that maximize exposure frequently increase operational load, and that load is not a side issue but a structural limiter. Hu et al. highlight that micro-celebrity practices can create role stress, so a fame pathway that

assumes unlimited creator availability becomes self-defeating [3]. A sustainable approach treats fame-building as a system with resource constraints, where

cadence, delegation, and boundary-setting are integral components rather than post hoc remedies.

A second tension concerns dependence on unstable visibility infrastructures. Research on superior visibility inside algorithmically managed platforms shows that sustained discoverability is unevenly distributed and difficult to preserve over time [7]. Studies of creator-platform relations add that opaque algorithms and revenue dependence intensify tensions between platform control and creator autonomy [8]. In practical

terms, this creates a managerial need for diversified exposure. Careers tied to one publicity route remain vulnerable, whereas cross-media reinforcement through casting presence, press visibility, events, owned communication channels, and audience-facing materials produces a more stable fame trajectory [7; 8; 9].

Table 2 frames the main risks that accompany fame strategies and pairs them with mitigation tactics grounded in the reviewed evidence.

Table 2. Risks in fame-building strategies for entertainment talents and mitigation tactics [1–4; 7–10]

Risk category	Risk mechanism	Negative outcome	Mitigation tactic
Visibility concentration	A limited number of names accumulate recurring exposure	Low recall for emerging or mid-level talents	Cross-media distribution, repeated identity markers, and collaborative appearances
Image diffusion	Inconsistent public presentation across channels and appearances	Weak casting recall and unclear professional type	Unified narrative, stable visual identity, and role-consistent publicity materials
Overexposure	Excessive public presence without selection or hierarchy	Audience fatigue, reputational dilution, reduced prestige	Curated exposure rhythm and selective appearance strategy
Relational volatility	Emotional engagement is not supported by perceived professional value	Short attention cycles and weak loyalty	Combine high-value outputs with controlled audience access and symbolic continuity
Creator load	Permanent self-presentation and emotional labor accumulate pressure	Burnout, inconsistency, and damaged public image	Delegation, schedule control, recovery periods, and boundary management
Channel dependency	Career visibility is tied to a single platform, format, or promotional route.	Abrupt decline in attention after channel change	Portfolio-based fame architecture across screen, editorial, event, and digital environments

An additional implication concerns agencies, producers, and talent representatives working in cinema, television, live performance, and hybrid entertainment formats. Their task is not limited to obtaining isolated appearances for a client. They build cumulative recognizability by coordinating casting exposure,

editorial communication, event participation, backstage visibility, and narrative consistency across public surfaces. Under such conditions, fame-building becomes a managed career infrastructure rather than a sequence of disconnected promotional actions [9].

The reviewed evidence suggests that fame in entertainment emerges from the interaction of mediated circulation, professional positioning, and audience recognition. The strongest strategy is based on controlled growth: identity coherence is preserved, exposure remains professionally legible, audience attachment is supported without overuse, and sustainability protects the long-term career line.

Conclusion

The analysis shows that media fame in the entertainment industry develops through the interaction of public visibility, professional positioning, and audience attachment. For talents working in film, television, live events, and adjacent media segments, recognition acquires practical value only when it improves recall, strengthens professional image, and increases attractiveness for casting, representation, and repeated engagement. The study systematizes a staged strategy built around identity clarity, managed visibility, collaborative reinforcement, audience continuity, and sustainable exposure management. Such a framework shifts attention away from narrow platform virality and toward long-term career architecture, where media presence supports professional demand rather than replacing it.

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