

NAME THAT CELEBRITY!

Gender-based violence
Objectification
Popular culture
Masculinity
Misogyny
Abuse
Victim blaming
Gender
Domestic violence
Sex (sexual activity)
Rape
Masculinity
Women

- ✓ 1. To challenge the pervasiveness of **gender-based violence** and sexual **objectification** as portrayed in **popular culture**.
- ✓ 2. To encourage critical thinking about notions of **masculinity** within celebrity culture.
- ✓ 3. To interrogate the way that **misogyny** and **gender-based violence** is glossed over in popular culture.

1 hour – 1.5 hours

Worksheet: **Name That Celebrity!** (provided)
Teacher Answer Key (provided)

PROCEDURE

- 1 Give each learner a copy of the 'Name That Celebrity!' worksheet, and ask them to match the names of the celebrities listed on the left hand side of the sheet with their career accomplishments, listed on the right.
- 2 Give them 5-10 minutes to match the list, and then review the correct answers with the class using the Teacher Answer Key (provided).
- 3 After the correct answers have been reviewed, ask the learners to match the same celebrities listed on the left hand side with the incidences of **gender-based violence**, **misogyny**, and sexual **objectification** listed on the right side.
- 4 Give them another 5-10 minutes, and then review the correct answers with the class using the Teacher Answer Key (provided).
- 5 Now ask the class how many learners got all of the answers correct, 80% correct, 60% correct and so forth. Then, ask the class how difficult it was to match the celebrities, first with their accomplishments, and secondly, with their acts of sexual **objectification**, **gender-based violence**, and/or **misogyny**. To stimulate discussion, you can ask the following:
 - a. Was it difficult to match the **abusive** act because of how famous or talented the celebrity was?
 - b. Did learners have difficulty attributing the acts to the celebrity based on how well-liked he was in general?
 - c. Which of the celebrities were most difficult to match with the act and why?
 - d. Which were they most surprised about? Why?
 - e. Was the learner less likely to believe the story based on his/her liking of the celebrity?

Important points to raise here include:

- Instances of **victim-blaming**.
- Double standards in who is more likely to be believed in such cases (the male/female perpetrator versus the male/female victim; the celebrity versus the non-famous victim)
- Misconceptions about who can be a perpetrator - (assumptions about wealth, status, class, race, **gender** and religion).



Chapter 6: Popular Culture and Media | Exercise 7

6 To engage learners in further discussion, ask them which of the following statements are true, and note their answers down on the board:

a. Following rapper 50 Cent's charges for **domestic violence**, he sent out several tweets making light of the situations, including a tweet that said, "I'm not in jail I'm in my strip club," and "I'm not in jail I'm on my Gucci couch," accompanied with pictures of him lounging in his house.

b. Even though there was a big media backlash against Chris Brown in 2009 after news of his assault on then-girlfriend Rihanna, the star bounced back two years later when his album, *F.A.M.E.* debuted at #1 on the charts.

c. In the aftermath of his sex scandal involving underage girls, R. Kelly released his fifth studio album, 'Chocolate Factory', that debuted on the *Billboard 200* at number 1 and went on to sell over 3 million copies worldwide.

d. Despite losing close to \$22 million in endorsements following his **sex scandal**, Tiger Woods continues to be the highest paid athlete in the world, with \$63 million in endorsements for Nike, Rolex among others.

e. After being paroled from prison following his sentence for rape, Mike Tyson's first 'comeback' fight grossed over \$96 million.

f. Despite allegations of domestic **abuse** by Michael Fassbender's ex-girlfriend, the star was recently nominated for an Oscar for Best Supporting Actor from his role in 'Twelve Years a Slave'.

g. In a 2009 poll conducted by the Boston Public Health Commission's 'Start Strong Initiative', close to 50% of teens surveyed believed that Rihanna was responsible for Chris Brown assaulting her.

h. Last year Kenny Kunene tweeted, "I get gang **raped** by women ... I'm not a rapist ... I'm a victim of rape n I love it ..." before appearing on SABC's 3Talk, where he attributed his popularity with women to his belief that "women are easy".

i. Following Roman Polanski's 2009 arrest in Switzerland on an outstanding US warrant for his statutory rape of a minor, A-list directors, including Woody Allen, Martin Scorsese, and Harvey Weinstein, along with several movie stars including Tilda Swinton and Monica Bellucci, started a petition demanding the director's release.

j. After Charlie Sheen's 2009 arrest for assaulting his wife, to which he later pleaded guilty, he continued to make millions off of his starring role in 'Two and a Half Men'. In 2010, he set two Guinness World Records for the 'Fastest Time to Reach 1 Million Followers' on Twitter and for the 'Highest Paid TV Actor Per Episode'.

7 Once you have gone through the list you can tell learners that they are all true, and compare their answers.

8 Facilitate a discussion by asking:

a. What do you think about celebrities' continued fame, despite the fact that they had committed these kinds of acts?

b. What are the attitudes that are promoted within popular culture regarding **masculinity**, **gender-based violence**, **misogyny**, and sexual **objectification**? How do these align with our views on these abusive celebrities?

c. What attitudes, in popular culture and within our society in general, allow for these celebrities' continued success despite their abhorrent actions? What message does it send when celebrities like these continue to reap financial rewards after engaging in these kinds of acts?

d. Are there different standards for celebrities when compared to the man on the street? Should there be?

9 Close off the activity by asking learners to reflect on:

a. What actions or attitudes should be adopted to foster respect for girls and **women**?

b. What is the prevalence of **gender-based violence**, **misogyny** and **sexual objectification** in popular culture? What are general perceptions of these issues?

TEACHER TIPS

General

This exercise examines the extent of gender-based violence, misogyny, and sexual objectification in popular culture and challenges the learners' understanding of these issues. In particular it challenges learners to think about who may be abusers, and problematises notions of masculinity surrounding celebrity culture, including what behaviours are acceptable for male celebrities.

This exercise can be facilitated as an individual task, in small groups or as a whole class as is appropriate for the setting.

Making the Link with Gender & Violence

This exercise shows that gender-based violence, misogyny, and sexual objectification are prevalent in every level of society, including within popular culture, and can be perpetrated by anyone. The exercise also challenges notions of masculinity that are prevalent in celebrity culture in order to foster awareness about gender-based violence.

Assessment Ideas

Ask learners to write a paper in which they focus on a male celebrity who has a dual identity as a star (sports, movies etc.) and as an abuser. Instruct them to analyse how the celebrity in question has managed his identity as an abuser, and whether his behaviour has carried significant consequences.



NAME THAT CELEBRITY! 1/2

CELEBRITY'S NAME	CLAIM TO FAME
	Known as 'Mr. Sushi' this South African club tycoon and self-made business man is building a fledging career in politics.
	Known for his shameless tongue, this Nigerian comedian recently hosted 'Comedy Central Presents...Live at Parkers' here in South Africa.
	As one of the most prominent figures in Hollywood, he directed Oscar winning movies including 'Tess', 'Chinatown', 'Rosemary's Baby', and 'The Pianist'.
	Known for his 'Winning!' catchphrase, this actor used to be the highest paid actor in Hollywood for his starring role in 'Two and a Half Men'. He also starred in hit movies including 'Wall Street', 'Major League', and two of the 'Scary Movie' franchises.
	This former boxer is considered one of the best heavyweight champions of all time and the youngest boxer to win the heavyweight titles in 3 international boxing organisations. He most recently featured in the box-office hits 'The Hangover' and 'The Hangover 2' as himself.
	Often called 'Bladerunner', this former Olympic athlete was the first amputee to win a medal against able-bodied sprinters at the 2011 World Championships in Athletics. He went on to participate in the 2012 Summer Olympics, as well as the 2012 Summer Paralympics games, where he won 2 gold medals and 1 silver medal, setting records in each of those races.
	He is a World #1 Golfer and has held that position for 667 weeks. He was also named Forbes 2013 highest paid athlete in the world and continues to rank among the most successful athletes of all time.
	This budding actor has played leading roles in blockbuster hits including 'Twelve Years a Slave' (for which he recently earned an Oscar nomination), 'Inglorious Bastards', '300', 'X Men: First Class', and 'Prometheus'.
	He is one of the most successful artists of our time. This RnB singer is famous for his smash hits 'I Believe I Can Fly', 'Gotham City', 'I Wish', 'Bump n' Grind', for his 'Trapped in the Closet' music video series, and has won numerous awards.
	This South African rugby star is a businessman and owns a series of restaurants, including Café Caprice in Camp's Bay. He played for the Springboks and was the lead try scorer during the 1996 Super 12 Season.
	This award winning RnB superstar has sold millions of records with chart toppers like 'Run It', 'Forever', 'No Air', 'I Can Transform Ya', and 'Look at Me Now'. He also starred in the hit movies 'Stomp the Yard', 'Think Like a Man' and 'This Christmas'.
	This Kwaito star shot to fame with hits like 'Sweety My Baby', 'Left Right' and 'Injabilo'. He is also the winner of four South Africa Music Awards, one for Best Newcomer, and three for Best Kwaito Album.
	This rapper started out as Eminem's protégé when he released his debut album 'Get Rich or Die Tryin' and has since built a career worth more than \$500 million, ranking as the #5 wealthiest hip-hop artist in the world.

- 50 CENT
- SIPHO "BRICKZ" NDLOVU
- CHRIS BROWN
- R. KELLY

- OSCAR PISTORIUS
- TIGER WOODS
- MIKE TYSON
- MICHAEL FASSBENDER
- JAMES SMALL

- KENNY KUNENE
- ROMAN POLANSKI
- CHARLIE SHEEN
- BASKETMOUTH

NAME THAT CELEBRITY! 2/2

CELEBRITY'S NAME	CLAIM TO FAME
	In November 2009, following a much publicised car accident outside his home, more than a dozen women come forward to reveal their affairs with the sports star, resulting in the end of multiple endorsement deals for him as well as divorce.
	In 2001, the athlete admitted to physically abusing his then-girlfriend, fashion model Christina Storm, during their four-year relationship, but was seeking help to resolve his bad temper.
	In 2013, the rapper was charged for domestic violence after he kicked his then-girlfriend during a fight and damaged her property.
	In 2010, his ex-girlfriend filed a restraining order against the actor alleging that he pushed her over a chair and broke her nose, dragged her alongside their car causing an ovarian cyst to burst, a twisted left ankle, and an injured knee cap. The charges were later dropped.
	His first relationship with megastar Rihanna ended when he was arrested for assault during a fight over text messages she found on his phone.
	In November 2013, he was arrested for the rape of a minor and is awaiting trial.
	Over the course of this star's successful career, about a dozen girls, many of whom were underage at the time, filed lawsuits against him for sexual abuse and/or misconduct, including one incident in which he urinated in the underage girl's mouth.
	For his 40th birthday party, he had sushi served on scantily-clad women as part of the festivities. His justification was that he "just wanted to change the plates to see how the sushi tastes from one plate to the other" but that he respected women and just wanted to throw a "spectacular" party.
	In 2010, this actor pleaded guilty to misdemeanour assault for attacking his now ex-wife, Brooke Mueller.
	He recently tweeted a joke about the difference between dating a Caucasian and an African woman. The punch line was that for 8 dates the African woman had resisted sex, so he would have to rape her on the 9th date.
	His first wife, actress Robin Givens, accused him of beating her and described living with him as "torture" and "living hell." In 1992, he was convicted for raping a young woman and sentenced to 6 years in jail.
	In 2013, he was charged with the murder of his model girlfriend, Reeva Steenkamp, and is currently awaiting trial set for March, 2014.
	In 1977, he pleaded guilty to the rape of a 13 year old girl but fled the country before he could be sentenced. There is an outstanding warrant for his arrest should he ever return to the United States.

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- CHARLIE SHEEN
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TEACHER ANSWER KEY 1/2

CELEBRITY'S NAME	CLAIM TO FAME	EXPLANATION
KENNY KUNENE	Known as "Mr. Sushi," this South African club tycoon and self-made business man is building a fledging career in politics.	For his 40th birthday party, he had sushi served on scantily-clad women as part of the festivities. His justification was that he "just wanted to change the plates to see how the sushi tastes from one plate to the other," but that he respected women and just wanted to throw a "spectacular" party.
BASKETMOUTH	Known for his shameless tongue, this Nigerian comedian recently hosted "Comedy Central Presents...Live at Parkers" here in South Africa.	He recently tweeted a joke about the difference between dating a white and an African woman. The punch line was that for 8 dates the African woman resisted sex, so he would have to rape her on the 9th date.
MIKE TYSON	This former boxer is considered one of the best heavyweight champions of all time and the youngest boxer to win the heavyweight titles in 3 international boxing organizations. He was most recently featured in the box-office hits "The Hangover" and "The Hangover 2" as himself.	His first wife, actress Robin Givens, accused him of beating her and described living with him as "torture" and "living hell". In 1992, he was convicted for raping a young woman and sentenced to 6 years in jail.
ROMAN POLANSKI	As one of the most prominent figures in Hollywood, he directed Oscar winning movies including "Tess," "Chinatown," "Rosemary's Baby," and "The Pianist."	In 1977, he pleaded guilty to the rape of a 13 year old girl but fled the country before he could be sentenced. There is an outstanding warrant for his arrest should he ever return to the United States.
OSCAR PISTORIUS	Often called "The Bladerunner," this former Olympic athlete was the first amputee to win a medal against able-bodied sprinters at the 2011 World Championships in Athletics. He went on to participate in the 2012 Summer Olympics, as well as the 2012 Summer Paralympics games, where he won 2 gold medals and 1 silver medal, setting records in each of those races.	In 2013, he was charged with the murder of his model girlfriend, Reeva Steenkamp. He is currently awaiting trial set for March, 2014.
TIGER WOODS	He is currently the World #1 Golfer and has held that position for 667 weeks. He was also named Forbes 2013 highest paid athlete in the world and continues to rank among the most successful athletes of all time.	In November 2009, following a much publicised car accident outside his home, more than a dozen women come forward to reveal their affairs with the sports star, resulting in the end of multiple endorsement deals for him, as well as a divorce.
CHARLIE SHEEN	Known for his "Winning!" catchphrase, this actor used to be the highest paid actor in Hollywood for his starring role in "Two and a Half Men." He also starred in hit movies including "Wall Street," "Major League," and two of the "Scary Movie" franchises.	In 2010, this actor pleaded guilty to misdemeanour assault for attacking his now ex-wife, Brooke Mueller.

TEACHER ANSWER KEY 2/2

CELEBRITY'S NAME	CLAIM TO FAME	EXPLANATION
MICHAEL FASSBENDER	This budding actor has played leading roles in blockbuster hits including 'Twelve Years a Slave' (for which he recently earned an Oscar nomination), 'Inglorious Bastards', '300', 'X Men: First Class' and 'Prometheus'.	In 2010, his ex-girlfriend filed a restraining order against the actor alleging that he pushed her and broke her nose, dragged her alongside their car causing an ovarian cyst to burst, a twisted left ankle and injuring a knee. The charges were later dropped.
R. KELLY	He is one of the most successful artists of our time. This RnB singer is famous for his smash hits "I Believe I Can Fly," "Gotham City," "I Wish," "Bump n' Grind," and his "Trapped in the Closet" music video series, and has won numerous awards for his talent.	Over the course of this star's successful career, about a dozen girls, many of whom were underage at the time, filed lawsuits against him for sexual abuse and/or misconduct, including one incident in which he urinated in the underage girl's mouth.
JAMES SMALL	This South African rugby star is also a businessman and owns a series of restaurants, including Café Caprice in Camp's Bay. He played for the South Africa National Rugby team and was the lead try scorer during the 1996 Super 12 Season.	In 2001, the athlete admitted to physically abusing his then-girlfriend, fashion model Christina Storm, during their four-year relationship, but said he was seeking help to resolve his bad temper.
CHRIS BROWN	This award winning RnB superstar has sold millions of records with chart toppers like "Run It," "Forever," "No Air," "I Can Transform Ya," and "Look at Me Now." He also starred in the hit movies "Stomp the Yard," "Think Like a Man," and "This Christmas."	His first relationship with megastar Rihanna ended when he was arrested for assaulting her during a fight over text messages she found on his phone.
SIPHO "BRICKZ" NDLOVU	This Kwaito star shot to fame with hits like "Sweety My Baby," "Left Right," and "Injabilo." He is also the winner of four South Africa Music Awards, one for Best Newcomer, and three for Best Kwaito Album.	In November 2013, he was arrested for the rape of a minor and is awaiting trial.
50 CENT	This rapper started out as Eminem's protégé when he released his debut album, Get Rich or Die Tryin' and has since built a career worth more than \$500 million, ranking as the #5 wealthiest hip-hop artist in the world.	In 2013, the rapper was charged for domestic violence after he kicked his then-girlfriend during a fight, and damaged her property.