

## Celebrity Culture Is Burning

During the coronavirus outbreak, many celebrities are documenting their lives in quarantine on their social media accounts. While some of them have been urging their fans to take the pandemic seriously, others haven't been so helpful.

Nobody is enjoying what's happening in the world today. It's a worldwide crisis. In America, since all celebrities are trapped at home now, some of them are complaining while being safe in their fancy houses with their families, friends... Also others denounces mass death as "inevitable," and flounces off camera.

While in Morocco, since the start, writers and intellectuals have spoken about the coronavirus health crisis and its consequences. Many of them like Fatym Layachi, Leila Slimani and others started a confinement journal, but they have chained criticism on social networks. For instance, Leila Slimani's "confinement journal" arouses outrage on Twitter, and she was described by having a little too rosy life. In a large country house in Normandy, where the Franco-Moroccan novelist questions the role traditionally attributed to women, a lot of people are confined with children in mouse holes, without food.

The celebrity's lack of solidarity, the feeling of compassion and mercy towards those in need during this crisis reminds me of the story of Marie Antoinette. "Let them eat cake!" would be the answer given by "Marie Antoinette" who was told that the people had no more bread to eat during the 18th century. This answer, by its involuntary irony, is supposed to illustrate the social distance which existed between the popular classes and the nobility. The princess being unable to imagine that it is because of their destitution that these people lack bread, she invites them to eat brioche while this pastry is even more expensive than bread.

The movie Parasite is a gasp-inducing masterpiece telling the story of a poor family who con their way into becoming the servants of a rich family. It is a mirror of social classes in South Korea. Greed and class discrimination threaten the relationship between the wealthy family and the poor one. Parasite has been transformed into a well-used version of social media whenever celebrities offer previews in their homes.

In the movie, there was a scene of a massive rain storm with its impact on rich and poor family conveyed very differently. For the wealthy family, the rain only slides. But, it creates a moment of chaos when the poor one eventually find their semi-basement apartment basically underwater. Rain refreshes for some and drowns for others.

This epidemic has disrupted relationships between the masses and the celebrities. The difference between the two has never been so clear.

In the other hand, other celebrities and influencers uses their social media platforms to raise awareness and facilitate access to interesting content. Also, other celebrities started to livestream concerts from their homes for a self-quarantining audience like, John Legend who recorded an in-house concert for Instagram followers, urging them to stay at home with entertainment. Some artists choose to provide entertainment for people. Others, doing their best to help out via large amounts of money.

During this crisis, the behavior of celebrities shows their truth as well as their usefulness toward their followers. The truly apex of celebrity behavior in these times is to give as much help and support as they can to people. Today must be the good time to give the right people the value they deserve.

