

Ganz-Blattler, Ursula, University of Hildesheim, Germany

The Format always Casts Twice. The *Idol* Career as Multi-authored Long-term Narrative

The proposed paper looks beyond the actual runtime of the widely popular casting show *Deutschland sucht den Superstar* (aka *German Idol*) and asks what is to become of successful candidates in terms of promising career story leads *after* they have served their term and won their respective (e.g. record or model) contract. The challenge for them is to pursue a highly precarious career further, in terms of employee of an industry that may well have had its expected share of profit, but also in terms of ready-made "idol" with a rather eclectic, heterogeneous fanbase that will do (almost) anything to support their prodigy child further. My question is as to what extend those high-flying expectations are met and / or put to strategic use ... and by whom exactly.