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**PHENOMENON OF CHINESE INTERNET - CELEBRITIES
FROM THE PERSPECTIVE OF DRAMATURGY OF E.GOFFMAN**

Master's Thesis

ABSTRACT

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ABSTRACT

In recent years, short videos have gradually entered among our horizons and brought new perspectives to our lives. Due to the addition of internet celebrities, short videos are dominated by self-presentation and have become a hot spot of growing concern.

This master's thesis examines the current situation of the development of web celebrities, explains the characteristics of the current development of web celebrities and the shortcomings of their development, and analyses the content production advantages of videos released by some web celebrities based on Goffman's mimetic drama theory. From which the production advantages of web celebrities' content output in short videos are elaborated, in order to explore the valuable production methods of web celebrities who have become popular through the short video method, and to enhance the competitiveness and productivity of web celebrities in short videos.

The analysis provides a reference and reference to the competitiveness and productivity of web celebrities in this mode of communication.

Keywords: Internet celebrities, mimicry, front stage, back stage, self-presentation