

# Modern Day Crowds: Packs, Units, Mobs and the Construction of Audience and Fan-base

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## Overview

The crowd is a complex organism, which exhibits gestalt properties in both its form and function. As a social phenomenon fandom has played a critical role in the formation of crowds and the sustenance of the consumer culture industry at large. This study presents a critical analysis of the corporate segmentation of the popular audience into niche markets—from the micro-construction of individual fans to the macro-construction of fan-bases—emphasizing the mass priming of desires for sensationalism and spectacle of all sorts; absurdist, violent, sexual, and otherwise. The author has taken a multidisciplinary approach, addressing both theoretical and applied literature ranging from sociological texts to studies of market and advertising science. It is argued that these crowds of fans are constructed in order to produce untamed mass consumer audiences. The goal herein is to determine how the formation of these groups is utilized in order to build superficial relationships between consumers and commercial brand identities (including celebrities), which are predicated on the notion that there is a sense of fulfillment to be gained by interacting with this world of commercial façade.



Herds



Constructive Mobs



Packs



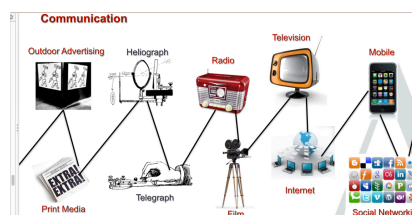
Units



Destructive Mobs



Audience



Mediated Communication