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Until very recently, celebs could only express their opinions when their field of performance called the attention of the so-called traditional media.

Whenever there was a concert, an exhibition or a scientific discovery, journalists went there not only to cover the event, but also to get one or two statements from the celeb on some topic out of his reach, almost always on politics, which of course was in line with the editorial policy of the interviewer's outlet.

Today, with the appearance of social networking it is no longer quite like that and celebs do not have to wait for journalists to look for them, because Facebook, Instagram, blogs, twitter and Youtube are there. A good example of what I am referring to is that of US President Donald Trump, who, constantly hounded by traditional media that according to him only produces fake news, has made Twitter social networking his favorite outlet to communicate with the world.

By the way, his mistakes on and out of Twitter are anthological, because the fame that his post grants him as a "new emperor" does not allow him to lead the world with the same Mafia methods that a hotel chain is managed with.

Although, everybody knows about baseball, celebs should talk about what they

really know, if they're politicians about politics, if they're painters about painting, if they're musicians about music and about tourism if they're hotel owners. But apparently, such logic seems very complicated for some especially in these days of intrigues in social networks.

Besides Trump, there are some around a bit egocentric, who do not find it enough with the fame they earned from their talent in certain field and decide to venture into journalism. What in Cervantes's language could be called professional intrusiveness.

Italian semiologist and novelist Umberto Eco: "Social networks give the right of expression to legions of imbeciles, who beforehand only talked in the bar after a glass of wine, without disturbing the community. They were quickly silenced, but now they have the same right of expression as a Noble Prize laureate. It's the invasion of the imbeciles."

Although it sounds easy, journalism is a science that has its rules and one of the most important is that of responsibility. A celebrity who has not yet lost his mind should think very carefully before issuing or amplifying judgments about which he does not really have the slightest idea, at least, as long as the opposite is not proven.

That personality should be aware that a wrong opinion of him can influence thousands or millions of those fans who blindly believe that fame alone allows the celeb to approach any issue.

But that is not the worst thing of the matter. The worst thing is that social networks have become a breeding ground for new celebrities. Any nice guy who does not have the slightest idea of what he is saying can collect a legion of followers in the networks just for having a pretty face.

So now in the networks there are experts in all kind of subjects. If Archimedes lived in these times he would have said: "Give me a cell phone and I will move the world".

The formula of reggaeton is an indisputable example. With a computerized rhythm, a good anthology of obscene words and a synthesized voice, anyone can become another star throwing nonsense right and left in the networks.

But all is not lost. Luckily the applications of social networks yet do not allow to perform surgeries via the Internet because in these technological times surely novice surgeons will not be left out. Hopefully, nobody comes up with the idea because you can be sure that the killing would be indiscriminate ...

Translated by Jorge Mesa Benjamin / Cubasi Translation Staff

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