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RISE OF THE PDAS

GET A ROOM ALREADY!

What's with the public lovey-dovey?

angelina Jolie locking lips with Brad on the red carpet, Katy Perry and Russell Brand pawing each other on stage... A-listers sharing a tender moment can be sweet, but "aww" can quickly turn to "eww" when they tongue tango every time they spot a camera. Just what are they trying to prove?

ANTI-GOSSIP PASHES

Celebrities might put on an Oscar-worthy canoodle to shut down gossip, says clinical psychologist Judith Locke. "Too much or too little affection will inevitably land them with some sort of comment from the media," she says. "They might have been burned before, say, when they arrived at an event with their partner looking grim, and have had stories written the next day about their marriage falling apart."

And it's not only celebrities who may feel the need to be extra affectionate in public. "I'm sure some *Cosmo* readers who are with their partner in front of friends or family sometimes feel like their relationship is a little on show," says Locke. Superfamous stars might also be trying to reassure their lesser-known partner of their devotion, she adds.

ARE THEY FOR REAL?

The cringe factor occurs because most of us can spot an insincere public pash. Body language expert David Alssema says a couple engaged in a genuine PDA will appear naturally "in sync" with each other. "They will mirror each other with their posture, the direction they are facing, with arms and inward leans," he says. Bogus PDAs feature folded arms, clenched hands or the couple's bodies being divided by barriers such as arms or handbags. **Michelle Wranik** □

Melanie Brown and Stephen Belafonte.

Angelina Jolie and Brad Pitt.

Katy Perry and Russell Brand.

Rosie Huntington-Whiteley and Jason Statham.

Diane Kruger and Joshua Jackson.