

Self-presentation of any personality namely the teen prodigy 'Christina Aguilera'

I chose this topic due to my natural interest with Christina Aguilera, if nothing else the course work gave me other opinions of her. Broadening my views was good, and the talk and portfolio grew from there. I already had strong views on the way Christina presented herself; it was interesting to find out how other peoples views conflicted or backed up my own.

When considering teen prodigies in society the key is how they are presented, Christina Aguilera has over time had the widest range of images and they have all reflected her music and attracted a wide audience. She knows what to where and when moving with the times and making the times move with her. When dressed to impress Christina pulls the correct group of admirers and this in turn sells her records. She has obviously discovered this fact for herself, and now uses her self-presentation to coax her music audience into admiration of her and her music.

Self-presentation is used by many people within the public eye, not just musicians but actors on and off screen. Namely other teen idols such as Britney Spears, Justin Timberlake, or actor wise Lionardo Dicaprio. These all have well known images that play strong part within the making of them, and much of their careers can be said to rely on the up keeping of their appearances.

Over her whole career Christina Aguilera has changed her image to fit her music style, and just recently has gone through a large change in her self-presentation both physically and mentally. This has increased her popularity, however this change in image has not been all good for her. As I found out, the public do not always take well to a change in self-presentation. As in business you get customer loyalty within communication you get the same type of feelings from some fans, as Christina must have found with herself.

I produced questionnaires that gave me vital information about whether her image is welcomed, contrary to what records sales show many of the participants were against her image. She is after all a role model for children, but when competition comes her way she has to beat it. Her competition currently being other women of her age and musical recognition such as Britney Spears and so many more aspiring singers, her image is also not solely based on her likes and dislikes but her record label most likely have the final cut.

From the information gathered about Christina and the views I have heard, I have been lead to the conclusion that she is simply living up to what people expect of a "hip" woman of today's society. One of the questions asked backed this up, after informing certain people of a distressing time in Christina's life they came to the conclusion that her image was down to that factor. This justification is almost like a

reassurance that they are right to judge her because she is doing this as an act almost, to herself and others. These views given are completely based on the grounds of self-presentation, and her self-image created by others in this instance I found. As opposed to her own views being reflected through her image, people have made up their own minds and stuck to it.

(558 words)