

## Candidate 2 evidence

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	Media content is often criticised for influencing attitudes and <del>the</del> behaviour, whether intentionally or unintentionally. However, the producers, and fans, may argue that they are simply meeting audience needs. This is the case for reality show "Keeping up with the Kardashians." First starting in 2007, the show follows the Kardashian family through their dramatic, whirlwind life.	
	The programme meets many needs, one of these being escapism. The show allows people to get away from their harsh reality and immerse themselves in the lives of the Kardashians. It mostly meets the need for escapism through its fairytale nature. All the sisters are glamorously made up with perfect bodies, long hair and fit society's idea of beauty <sup>and</sup> perfection to a tee. The whole family live in <del>glamor</del> luxurious houses in the hills of L.A, even though in season one, episode 2 ("managing	

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	mom") they are living in a modest family home in	
	Calabasas. This mimics the rags to riches fantasy	
	which is commonly explored in fairy tales. There are	
	further implications of a fairy tale life throughout	
	the series; like assistants, the panoramic shots of	
	dreamy L.A and even Kourtney's ex husband	
	legally changing his name to "Lord Drissich". This	
	fairy tale fantasy allows viewers to escape and	
	unwind easily. However, it could be said that	
	this is a bad influence on viewers as could cause	
	them to feel bad about their own lives because	
	they aren't living that fairy tale. Many critics	
	would say the show is damaging for the mentality of	
	viewers because of how influential the show can	
	be, but in my opinion. I believe that they are	
	simply meeting the need of escapism solely, and	
	not trying to make viewers feel bad about	
	themselves.	

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	Another need which "Keeping up with the Kardashians"	
	meets is the need for education. Even though the	
	show usually mostly consists of family drama, there	
	are often moments where the sisters try to educate	
	their audience on a pressing issue. This can be seen	
	in the season 13 episode "Kim's Last Ditch Effort",	
	where Kim is trying to increase her <sup>chance</sup> chances of	
	falling pregnant again, after being told it will be to	
	dangerous for her to have another natural birth.	
	She explores her options, going through surgery on	
	her uterus and talking openly about the option of	
	surrogacy. This open talk of issues around fertility	
	educates the audience, making them more aware of	
	the problems around infertility and how to get help.	
	This influences viewers as they too could be	
	struggling with conceiving and fertility so it shows	
	them what options they have from someone who	
	has firsthand <del>ex</del> experience <del>of</del> . This is a great	
	influence and shows how the family are putting	

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	their platform to good use. Therefore this illustrates how
	not only are they meeting audience needs of education
	but influencing viewers in a good way.
	The main need which "Keeping up with the Kardashians"
	meets is the need for entertainment. The 16 seasons
	are packed full of drama, family antics and emotions.
	Throughout the seasons, the viewers have watched
	Kendall and Kylie grow from <sup>two cheeky</sup> 12 year olds to largely
	successful grown women and viewers have
	followed Bruce Jenner's transition to Caitlyn Jenner.
	The show always provides entertainment for
	viewers in every episode. <del>An example of this</del> Alongside
	the entertainment, the Kardashians use the show as
	a chance to influence their audience into purchasing
	something. This is often sneaky <sup>intertwined</sup> <del>hidden</del> into all the
	entertainment and drama. An example of this
	is season 10 episode "Vanity Unfair," where
	Caitlyn <del>does</del> does an interview on her past life

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	as Bruce, ridiculing the Kardashian name by saying
	a variety of rude things about the family. The whole
	episode deals with the outcome of this, filled
	with gossip and drama. However, all the talk
	about the Vanity Fair magazine influences &
	the viewers to buy a copy of the magazine to
	see what the fuss is about. Therefore most of
	the entertainment has some sort of promotional
	aspect intertwined into it.
	In conclusion, "Keeping up with the Kardashians"
	meets a large variety of audience needs such as
	escapism and education, <del>At</del> the same time the
	show also influences attitudes and behaviour of the
	audience, which many critics argue that it is
	a bad influence, however I would disagree and
	say that for the most part "Keeping up with the
	Kardashians" is not a bad influence but a good
	influence to an extent. They use their platform to

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	educate viewers, <del>promote things and an invaluable</del> a
	priceless thing in this day and age. ↪