

AQA GCSE MEDIA STUDIES (8572) · CLOSE STUDY PRODUCT

Kim Kardashian: CSP Knowledge Organiser

One-page revision map of the online, social and participatory media CSP, across all four framework areas.

Who she is: reality-TV star (Keeping Up With The Kardashians) turned one of the world's biggest influencers: 360M+ followers, several businesses and an estimated worth near \$2bn (figures date; the *scale* is the point). The CSP studies her **controlled online presence**, mainly her Instagram feed, not private gossip. **Assessment:** in-depth CSP, all four areas, across Paper 1 Sections A and B and Paper 2 Section B.

1 MEDIA LANGUAGE

Main focus: her Instagram feed (compared with her TikTok channel).

Images: polished, high-production posts and Reels; a recurring neutral / muted colour palette gives a consistent brand look.

Typefaces: clean and minimal; sponsored posts flagged with links.

Codes of KK: symbolic (clothing, setting), verbal (captions), non-verbal (pose, expression).

Read it with: semiotics: denotation then connotation.

Key idea: 'constructed authenticity': built to feel personal and effortless, but nothing is accidental.

2 MEDIA REPRESENTATIONS

Who appears: family, other celebrities (esp. female stars), products, places of wealth, causes, herself.

Gender: femininity, beauty standards, motherhood, female success and independence.

Wealth and class: luxury and conspicuous consumption; aspiration.

Ethnicity: her look and style have prompted cultural-appropriation debates.

Causes: prison-reform campaigning; SKIMS climate criticism: advocacy, promotion, or both?

Analyse with: selection / construction / mediation; look for positive AND negative stereotypes.

3 MEDIA INDUSTRIES

How platforms profit: advertising (the core model); data and attention ('you are the product'); the creator economy.

Her business: SKIMS (shapewear), beauty brands and paid endorsements built on her following.

Ownership: concentration of ownership: a few firms own many platforms (mergers, takeovers).

Global vs national: worldwide platforms but national laws: hard to regulate consistently.

When it goes wrong: 2022 EthereumMax crypto fine by US regulators for undisclosed paid promotion.

4 MEDIA AUDIENCES

Uses and Gratifications: Blumler and Katz: diversion, personal identity, social interaction, information.

Reception theory: preferred (aspirational, in control), negotiated ('lovely, but it's an advert'), oppositional (unrealistic / harmful).

Participation: likes, comments, shares, saves: an active, participatory audience.

Mode of address: makes followers feel personally spoken to.

Big debate: active audience (U and G, readings) vs passive (persuasive sponsored posts still influence).

Exam-style practice (one per lens)

Language: Explain how Kim Kardashian uses media language to create meaning.

Representations: How are social groups represented on her social media?

Industries: Explain how social media platforms make a profit.

Audiences: How far is her audience active rather than passive?

From the Margin Notes Kim Kardashian CSP unit (5 lessons + revision booklet + model answers). Search Margin Notes on Tes.