

Bari Cohn  
COM 107: Communications and Society  
Professor Hedges  
10 October 2018  
WORD COUNT: 849

### Chrissy Teigen's Presence in the Media

Chrissy Teigen's career was kickstarted after being featured on the cover of *Sports Illustrated Magazine* in 2010 (Mead, 2018). In 2017, Teigen was recognized as the world's third highest paid model (Calfas, 2017), demonstrating her prominence in the industry. As a result of her supermodel title, the public does not expect her to vocalize her political and social beliefs. Regardless, she spreads her opinions on such topics via her Twitter account (Reimel, 2017), with over ten million followers (Teigen, 2018). Openly spreading her ideals juxtaposes her role as a co-host of reality television show *Lip Sync Battle*, where celebrities compete against one another by lip syncing to well-known songs, because she focuses on humor rather than politics. However, on both platforms she is consistently her authentic self. Teigen challenges and reinforces the supermodel stereotype by both publicly expressing her beliefs and hosting *Lip Sync Battle*.

### Twitter

Twitter provides a platform for Teigen to voice her opinions on controversial issues. Teigen's commentary contrasts society's expectations of the role of a model (Reimel, 2017). However, Twitter gives her a platform to publicly express

her beliefs, credible or not. Twitter offers a multitude of ways for Teigen's tweets to reach a large scope of individuals: one may retweet, repost her tweets onto their own account, or share her tweet, regardless of whether or not they follow her, via URL link or screengrab. Teigen uses Twitter to voice her political opinions such as her negative feelings about President Trump (Park, 2017). Additionally, she calls attention to relevant social issues such as racism: "I've gone my entire life without saying the n word. Not when singing a song, not out loud, not in my head. It really isn't that hard. The trick is to just... not say it. And boom! You've never said it and there's no tape of you saying it" (Teigen, 2018). Teigen is redefining what it means to be a supermodel by using Twitter as a platform to share her beliefs. Previously, supermodels did not have a place to freely share how they felt. Since Teigen is not a political figure, Twitter gives her the ability to share her beliefs in a casual setting, since neither a well-crafted explanation nor evidence is expected.

### ***Lip Sync Battle***

Teigen's focus on surface-level issues as the host of *Lip Sync Battle* contrasts the calls-to-action she poses on Twitter. On the show's August 18, 2017 episode, Teigen and co-host LL Cool J view "all of the stupid sh\*t she has done this year" as the season of *Lip Sync Battle* came to an end (*Lip Sync Battle*, 2017). Teigen's role as the host of a light-hearted reality television show plays into

society's predetermined expectations of her character based on her supermodel title. Teigen uses humor to show she is conscious of others' assumptions, for example, she jokes while sitting on a stuffed lion: "The entire first season everyone was like... 'What is it that Chrissy does exactly?' And this is it, baby" (*Lip Sync Battle*, 2017). As on Twitter, Teigen is unapologetically herself on her entertaining and comedic show *Lip Sync Battle*. She seldom filters herself and instead is not afraid to say what is on her mind. For example, she explained to the audience that she is unable to freestyle rap on account of being "half-white" (*Lip Sync Battle*, 2017). Teigen portrays versatility in her ability to both disclose her viewpoints on pertinent issues and serve as an amusing entertainer, all while never losing sight of her true character.

### **Compare and Contrast**

Despite Teigen's large following on Twitter and *Lip Sync Battle*, she allows her personality to shine through on both. Teigen's blunt and witty nature unites both her political and entertaining side. She uses Twitter to react to controversial cultural moments which the audience is able to easily understand due to their brevity. Teigen's frequent Twitter usage has contributed to her reputation as straight-forward and unwavering in her beliefs (Gibson, 2017). Furthermore, the director of *Lip Sync Battle* chose Teigen because of her humor and high energy, qualities necessary for a non-scripted show where she is able to

be herself on stage (Maas, 2018). On both platforms, fans are able to interact with a public figure who portrays her natural self.

## **Conclusion**

Teigen defies society's definition of a supermodel by expressing her feelings on prevalent societal topics; simultaneously, she satisfies the definition by hosting a show whose focus is solely entertainment. Teigen redefines what it means to be a supermodel by using Twitter to give herself a platform to express her beliefs. Additionally, as the host of *Lip Sync Battle* Teigen expresses herself freely, without the constraint of a script. She is challenging the status quo of what it means to be a supermodel by coming up with her own ideas rather than being told what to say. As a result, her audience recognizes her depth compared to other supermodels who blindly conform to such stereotypes, as someone who will not let society prohibit her from carrying out her beliefs.

## References

- Calfas, J. (2017, November 21). Kendall Jenner Tops Gisele Bundchen as Highest Paid Model | Money. Retrieved from <http://time.com/money/5033357/kendall-jenner-makes-more-than-gisele-bundchen/>
- Gibson, C. (2017, July 25). Chrissy Teigen becomes the latest celebrity blocked by President Trump on Twitter. Retrieved from [https://www.washingtonpost.com/news/reliable-source/wp/2017/07/25/chrissy-teigen-becomes-the-latest-celebrity-blocked-by-donald-trump/?utm\\_term=.51580afd7c4d](https://www.washingtonpost.com/news/reliable-source/wp/2017/07/25/chrissy-teigen-becomes-the-latest-celebrity-blocked-by-donald-trump/?utm_term=.51580afd7c4d)
- LipSyncBattle. (2017, August 21). Chrissy Teigen Uncensored w/ LL Cool J | Lip Sync Battle. Retrieved from <http://www.youtube.com/watch?v=F4SOYekJV9w>
- Maas, J. (2018, January 19). 'Lip Sync Battle' Producer Explains Why Co-Host Chrissy Teigen Will Steal the Live Show. Retrieved from <https://www.sfgate.com/entertainment/the-wrap/article/Lip-Sync-Battle-Producer-Explains-Why-12508353.php>
- Mead, W. (2018, June 15). Chrissy Teigen. Retrieved from <https://www.biography.com/people/chrissy-teigen-121515>
- Park, A. (2017, July 25). Trump blocks Chrissy Teigen on Twitter. Retrieved from <https://www.cbsnews.com/news/trump-blocks-chrissy-teigen-on-twitter/>

Reimel, E. (2017, August 06). Chrissy Teigen Just Revealed the Secrets Behind Her Social Media Queendom. Retrieved from <https://www.glamour.com/story/chrissy-teigen-just-revealed-the-secrets-behind-her-social-media-queendom>

Teigen, C. (2018, August 14). I've gone my entire life without saying the n word. Not when singing a song, not out loud, not in my head. It really isn't that hard. The trick is to just...not say it. And boom! You've never said it and there's no tape of you saying it. Retrieved from <https://twitter.com/chrissyteigen/status/1029516663404650502>

Teigen, C. (2018, October 07). christine teigen (@chrissyteigen). Retrieved from <https://twitter.com/chrissyteigen>