



Kardashian Culture:

How Celebrities Changed Life in the 21st Century

Author: Professor Ellis Cashmore
Aston University, UK

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Synopsis

The Kardashian family are household names. Whether you've watched Keeping up with the Kardashians or not, it's hard to avoid the names Kylie, Kim, Kourtney and Khloé. Their rise to fame is a perfect example of how contemporary celebrity has changed in the 21st century. The Kardashians represent a new kind of fame, where talent and celebrity no longer go hand in hand. This work, written by the author of Elizabeth Taylor: A Private Life for Public Consumption, traces the sources of their influence and assesses the consequences of the new and developing Kardashian Culture.

Part biography, part sociological text, Cashmore creates a map of the changing social contexts that gave rise to the Kardashians' fame. Including chapters on the shifting public/private binary, race, transgenderism, glamour and political impact, Cashmore offers an alternative perspective on celebrity studies, through a unique and fascinating case-study. This work also illustrates how the combination of fame and social media has introduced new types of discourse, around sex, gender, the family, and race.

The world we live in is changing, and the way people – and the media – consume celebrity is changing with it. Through significant cultural events, moments and people, this book looks seriously at how the Kardashians control their fame and what that means for contemporary celebrity culture.

About the Author

Ellis Cashmore is Visiting Professor of Sociology at Aston University, UK. He was formerly a Professor of Culture, Media and Sport at Staffordshire University. Before this, he was Professor of Sociology at the University of Tampa, Florida; and, before this, lecturer in sociology at the University of Hong Kong. He has written widely on celebrity, sport and race and ethnicity and is the author of Elizabeth Taylor: A Private Life for Public Consumption, Beyond Black: Celebrity and Race in Obama's America, Martin Scorsese's America, Celebrity/Culture, Beckham, Sport and Exercise Psychology: The Key Concepts, Studying Football, Football's Dark Side: Homophobia, Violence and Racism in the Beautiful Game, Mike Tyson: Nurture of the Beast, Making Sense of Sport, Dictionary and Race and Ethnic Relations and the Encyclopaedia of Race and Ethnic Studies. He has also written journal articles on Tiger Woods and Beyoncé.