Background on Miley

- Started as a child in many small productions until her own series was created in 2006
- In 2007 she signed a contract with Hollywood records and released *Meet Miley Cyrus*
- She became a teen idol and many young children looked up to her
- She was named the “Most charted teenagers” in 2011
“Smilers”

- Smilers were extreme Miley fans and were given the name by Miley

- Smilers were between the ages of 7 and 14 because they could connect to Miley and her typical “tween” lifestyle

- Miley’s fans really looked up to her because she was a good role model
Pre transformation

- **Party in the USA** was released in 2009
- This video caused a lot of controversy because of her clothes and dancing
- She was 16 years old and the time and people didn’t like the idea of her dancing around a pole
She can't be tamed

- Her song “can't be tamed” was released in June of 2010
- The music video consisted of her in scandalous clothes and sexual dance moves
- “Frankly, this is a new sound for Miley Cyrus and when artists take a new directions it's always a considerable risk”
- People realized that this was the beginning of her transformation
- Many people described this video as “too sexy for 17”
Everything these days is as scandalous as ever before
Clothes, music, movies etc.
Miley Cyrus is reflection of the boundaries that have been broken with her image and with society
Morals and values are shifting in both ways
Society has helped shape Miley's image because the more she rebels and the more scandalous she is, the more attention she receives
She has got more recognition than ever before due to her scandalous behaviors
First big scandal

Rebellion

• This is not the first time childhood stars have tried to change their image

• Celebrities don’t want to be perceived as the ‘babies’ they once were

• Image changing is very common when the celebrity began their career as a kid...
Similar situations
Amanda Bynes
Demi Lovato
Sources

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