

“America’s Next Top Model is...”: Enforcing or Resisting Hegemonic Heterosexuality

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Dedication

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INTRODUCTION

Television in the United States during the 1990s and the early 21st century has been overwhelmed with reality "makeover" programs. From deserving families receiving dream homes on *Extreme Makeover: Home Edition* to the dramatic style changes on *American Idol*, "before and after" shows are some of the highest rated programming on television. This dissertation focuses on one of the most popular examples of makeover programming; *America's Next Top Model (ANTM)*. Specifically, this research examines the standards of beauty *ANTM* endorses and what this endorsement means and tells us about the cultural world of those who watch and produce it in the U.S. By comparing the standards of beauty in the British and Australian versions, I hope to be able to better understand wider contextual and cultural differences involved in their production and consumption. Additionally, a purpose of this research was to explore the following questions: does a unique hegemonic construct exist in the world of *ANTM* or is said construct counter hegemonic? When examining this question, race and gender will come into play, but the greatest emphasis will be on sexual orientation.

America's Next Top Model not only catapults young women into the modeling world, but also offers viewers the opportunity to be "armchair" judges. Unlike the top-rated *American Idol*, home viewers do not get to call in their votes for which model-wannabe they want to win. But *ANTM's* global popularity ("It has generated more than 40 international spinoffs..."¹ "...and is currently in 170 markets worldwide"²) makes it a

¹ www.tyra.com, 2010:1

² Ibid.

challenging topic to analyze as a way to understand what signifies beauty in our own culture and others.

America's Next Top Model, in a sense, creates a new value structure each season, at least in the isolated/limited world of potential models. Some seasons idealize potential "high fashion" models while other seasons focus on potential "commercial" models. Depending on what is valued most, each season zeroes in on specific types of women, from the very tall and thin to slightly shorter and curvy. Obviously, *ANTM* is always looking for tall, thin models but depending on the value hierarchy, contestants who would have easily been selected one season end up not being selected as finalists in another because they're *too* tall and thin.

What is hegemonic in U.S. society as a whole is not necessarily the same on *ANTM*. In the world of *ANTM*, there is an open acceptance of gay men and women in the industry, powerful gay men (from clothing designers and makeup artists to directors and producers of photo shoots), somewhat "colorblind" casting and a powerful African American woman in charge of it all; the dynamic Tyra Banks.

Examining the British and Australian versions of *ANTM* (in addition to the original) allows for comparisons regarding value hierarchy, archetypes and standards of beauty. I analyzed the second season of *ANTM* and compared it with the second seasons of *Britain's Next Top Model (BNTM)* and *Australia's Next Top Model (AusNTM)*. I was looking for answers to the following questions: How do the three shows enforce or resist hegemony? What qualities in a would-be model are considered most important in each

country? (determined by discourse present on program) What are the "standards of beauty" in each country based on this show and how do they differ from each other?

Comparative analysis of *Next Top Model (NTP)* across these nations demonstrates that these archetypes of personality and beauty are relatively universal. However, each country's version of the show includes one or two unique archetypes that are not present across borders. Nevertheless, the main conclusion is that there is more continuity across borders in the world of the show(s) than there is cultural difference.

Because archetypes are important in this research, and the models on *NTP* are media for negotiating, performing and applying them, a clear definition is crucial. For the purpose of this research, an archetype is a collection of characteristics (about beauty and personality) attributed to each model wannabe that defines how others perceive her. Archetypes are generally understood to be the prototypical models through which subsequent examples are perceived, assessed and made socially meaningful. They are the more "enduring..." models for understanding personae that travel between entertainment and real life, that persist from generation to generation, that are somewhat independent of the more complex and variable human beings to which they are applied, through which people make meaning of each other, and through which people are brought into the larger social drama (i.e. "mythic").³

Many of the archetypes found on *NTP* are equally salient in, and derived from, the "real" world. For example, the YNG (Young Naïve Girl) archetype exerts itself both on

³ Howard III, John W. and Prividera, Laura C. "The Fallen Woman Archetype: Media Representations of Lynndie England, Gender, and the (Ab)uses of U.S. Female Soldiers." *Women's Studies in Communication*, Vol. 31 No. 3, pp. 287-311, Fall 2008.

NTM and in regular society. It is the frame through which innocent, young women from small towns all over the world are constructed. Similarly, on *NTP*, there are women who evoke for the producers the potential for manifesting the YNG archetype in performance. Another archetype, OSUW (Odd Seemingly Unattractive Woman) is also applied, reproduced and, at times, contested on *NTP* in ways that it is not in the real world. In regular society, women viewed as OSUWs are often ignored or stigmatized. But, in the fashion industry and the world of *NTP*, these women are sometimes “diamonds in the rough” who simply need different hairstyles, better clothes, professional make-up and walking lessons to become high fashion models. In the world of *NTP*, archetypes provide a method for producers and editors to frame compelling storylines for episodes.

Archetypes are often applied to women who look very different from each other. For example, Shandi on *ANTM* was considered an Odd, Seemingly Unattractive Woman (OSUW) as was Jessica on *AusNTM*. They both had unusual characteristics, but did not resemble each other at all. Shandi was a tall, thin, pale and nerdy Walgreens clerk who transformed into a beautiful blonde high fashion model. Jessica was tall and curvy with olive skin and darker features than Shandi. She could look editorial and glamorous in photographs. Editorial models are distinct from commercial models who are often very pretty with “generic good looks.” Editorial models have unusual, distinctive beauty – high cheek bones, full lips, odd bone structure – that photographs beautifully, allowing them to work all over the world. Shandi and Jessica would not necessarily be considered attractive at first glance. But their unique bodies and faces could transform them into marketable, “edgy” models.

In the “reality” of the world of *NTM*, certain cultural differences emerged. But, the overall environment of each country’s version of *NTP* was strikingly similar. This is likely due to the fact that *NTP* is a brand and a format to begin with, and therefore retains a great deal of coherence as it is adopted in other national contexts. Several of the potential models looked like they could have been cast in any of the three country’s versions. Yet, others would likely only be cast in their home country.

The judges of *ANTM*, *AusNTM* and *BNTM* were looking for similar qualities in models, but held very different beliefs/opinions about what was acceptable versus unacceptable behavior. Globalization is very much reflected in *NTP*. It is not an equal exchange and integration, however. America’s influence is very apparent in *AusNTM* and *BNTM*, not only through model casting and beauty ideals, but also through the homes the models share for the duration of the show and the prizes they win. For example, Abigail Clancy of *BNTM* cycle 2 was excited to win a cellphone because it was the same one Paris Hilton had. The moment she realized she had the same cellphone as an American “celebrity”, it became clear that she had been exposed to minute details that many people in the U.S. may not even know.

THEORETICAL BACKGROUND

This research was informed by the theory of the social construction of reality, a concept defined by Tiffany Jackson *et al* as, "how the members of a given society work together to create a widely accepted view of reality."⁴ As James W. Carey explains in *Communication as Culture: Essays on Media and Society*, "What persons create is not merely one reality but multiple realities. Reality cannot be exhausted by any one symbolic form, be it scientific, religious, or aesthetic."⁵ *ANTM* may present one "reality" while intending to convey an "ideal" reality. Categorized as a "reality" show, *ANTM* is not necessarily "real". Editors comb through many hours of footage each week and whittle it down to one hour. Clearly, a large portion of "reality" is missing. The footage used each week creates storylines, drama and, sometimes, triumph. How real is *ANTM*? Only as real as the editors and producers want it to be. To capture audiences' attention, there must be a storyline that flows from week to week. And that storyline is often created by those in charge, begging the question, "what reality are they creating?" (and what reality are they hiding?).

According to John Lye, a communication studies professor at Brock University, several assumptions inherent in the theory of the social construction of reality are:

1. We know the world only as we perceive it.
2. Our perceptions are based on learned interpretation.
3. This learning is social: we learn from and among persons in social interaction...⁶

⁴ Jackson, Tiffany; Levereaux, Denis; Rhine, Paul. "Survey of Communication Theory: Social Construction of Reality." September 28, 1999:1.

⁵ Carey, James W. *Communication As Culture: Essays on Media and Society*. Unwin Hyman, Inc., 1988:63.

⁶ Lye, Communications Studies Program, Brock University.

Different phenomena suggest the meanings within messages, including symbols, language and cultural myths. The implied meanings construct "our world-view ... our sense of ourselves [and] our ideologies."⁷ Lye further points out, "The 'real conditions' of our existence are not subjective ... They only have meaning through social interaction [while] their perceived value, causes, and significance are socially produced. Reality, insofar as it means to us, is situational, or pragmatic: the context governs our interpretation."⁸

The constructed "reality" of *ANTM*

ANTM presents an ideal world where young women have the opportunity to have their hair, makeup and clothing professionally done. The women then participate in expensive photo shoots with the best model photographers in the world. This ideal world is reproduced on *AusNTM* and *BNTM*, including the expensive near-mansions the models live in as well as the extravagant prizes won through similar challenges. The hegemonic construct that exists on *ANTM* is a cross-cultural entity – the Australian and British versions of the show subscribe to similar constructs, likely because they are imitating and reflecting the unique world of *ANTM*.

Also, on *ANTM*, gay men teach the women how to walk like a model, talk like a model and look like a model. The presence of gay men in the fashion/modeling industry is nothing new. One gets the sense that the gay men are in charge of much that occurs on *ANTM*. This is different from "regular" American society. While strides have been made

⁷ Lye, John. Communications Studies Program, Brock University.

⁸ Ibid.

in the acceptance of gays/lesbians in the U.S., the total acceptance and reverence for these men on *ANTM* introduces and reinforces a reality with which many Americans may not be familiar. And because much of *ANTM* takes place in either Los Angeles or New York, it is possible that rural Americans will believe that the show is emblematic of "big city" life and that homosexuality is more widely accepted than it actually is. This open acceptance of homosexuality is not part of the hegemonic construct that exists in "regular" U.S. society. Rather, this acceptance is counter-hegemonic and is, again, cross-cultural.

Homosexuality is not mentioned on *AusNTM* and *BNTM* as often as it is on *ANTM*. But, the absence of discussion about homosexuality does not signify a lack of acceptance – instead, it is perhaps indicative of cultural differences between the countries. Being gay in Australia and Great Britain seems more accepted than in the U.S. and is not a topic that requires a great deal of attention. Tyra repeatedly emphasizes the importance of gay men in the industry and encourages the contestants on *ANTM* to value their contributions. She wants the women to appreciate every person who works in fashion, regardless of sexuality. Certainly, the hosts of *AusNTM* and *BNTM* want their models to value everyone's contribution, too, but because they do not outright tell them to respect homosexuals, it seems that they do not need to do so. Homosexuality feels more acceptable and does not need to be highlighted for the women – they perhaps were raised in a hegemonic construct that seems to accept gay people more readily than in the U.S.

The gay men who work closely with Banks on *ANTM*, J. Alexander (Miss J) and Jay Manuel (Mr. Jay), have greatly benefited from their presence on the show.

Alexander is frequently quoted in *The Advocate* and has written his first book.⁹ Manuel has "worked with such celebrities as Kim Cattrall and Iman... and has styled shoots for magazines like *Vogue* and *Harper's Bazaar*..."¹⁰ and launched his own line of makeup. Both men are successful on and off *ANTM*.

During *ANTM*'s 11th season, a transgender contestant named Isis was featured. Gay and lesbian organizations applauded this diversity. "The inclusion of Isis on 'America's Next Top Model' offers an unprecedented opportunity for a community that is underrepresented on television," said Neil Giuliano, president of the Gay and Lesbian Alliance Against Defamation (GLAAD). Giuliano continued, "We applaud Tyra Banks and The CW for making this historic visibility of transgender people possible."¹¹

Popular culture's power

James Carey emphasized the importance of popular culture forms in constructing realities:

What is the significance of conceiving the world on the terms laid down by popular art, and what is the relationship between this form of consciousness and other forms - scientific, aesthetic, religious, ethnic, mythological - which popular art variously displaces or penetrates or with which it merely cohabits?¹²

⁹ "I ADVOCATE." *Advocate*, Issue 1039, Jun/Jul 2010.

¹⁰ Eckler, Rebecca. "And it all started in Scarborough." *Maclean's*, Vol. 119 Issue 40, 10/09/2006:1.

¹¹ Letellier, Patrick. "TRANSACTIONS: A Transgender News Update." *Lesbian News*, Vol. 34 Issue 2, Sep2008:3.

¹² Carey, James W. *Communication As Culture: Essays on Media and Society*. Unwin Hyman, Inc., 1988:38.

ANTM is undeniably a popular culture phenomenon. With popularity comes great power and *ANTM* does not shy away from creating somewhat unrealistic realities. For example, the home the model contestants live in (while on the show) is opulent, luxurious, expensive and in no way similar to any of these women's real homes. Even Tyra Banks admits that beginning models often live in tiny, crowded apartments. But by placing the contestants in a gorgeous home right away, the women may believe that all models simply live this way from the get-go.

Whether viewers buy into this false reality or not, they may still be influenced by what they see. Peter L. Berger and Thomas Luckmann, in *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*, stressed how "commonsense reality may be influenced by the theoretical constructions of intellectuals and other merchants of ideas."¹³ Essentially, they are saying that even though viewers may know the created reality is false, they may still buy in to that same reality. Context governs our interpretations - if we buy into the context of *ANTM*, we may buy into aspects of the socially constructed reality it presents.

ANTM's influence

Does *ANTM* change audience behavior? Or does the show change the contestants who are competing? It is fairly easy to see that *ANTM* changes the contestants a great deal; the women often do not even look like themselves anymore, especially after "makeover" day. But it is not easy to determine if *ANTM* changes audience behavior. It is a powerful, addictive show that proffers excellent styling tips, lessons on walking

¹³ Berger, Peter L. and Luckmann, Thomas. *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*. Doubleday & Company, Inc., 1966:19.

"fierce" and how to "work it" in front of the camera as well as on the runway. "Although little evidence exists demonstrating a direct connection between the media and behavior... .contemporary studies are finding that media messages influence viewers' perceptions of reality in a systematic manner."¹⁴ Audience behavior change is not a question that is answered in this research. It is easier to determine if the contestants on the show change, at least physically. After their makeovers, the models often resemble each other. The similarity of their "new looks" emphasizes how particular standards of beauty exist in the worlds of *ANTM*, *AusNTM* and *BNTM*. For example, during cycle 13 of *ANTM*, on makeover day, Tyra had three of the women get their eyebrows bleached so much that they – the eyebrows – looked invisible. It was a "high fashion" look that Tyra "loved". The women with the newly invisible eyebrows were not immediately happy with their makeovers. Their new look would potentially benefit them on *ANTM*, but might draw unnecessary, and unkind, attention in the real world.

ANTM seems to rely on the editors and producers' ability to construct a reality that differs from the reality of "normal" women. Because of the products mentioned on the show and the designers who are highlighted, *ANTM* borders on being an hour-long advertisement for certain goods and services. Smart advertisers are skilled at creating realities that audiences want. In *Undressing the Ad: Reading Culture in Advertising*, Katherine Toland Frith states, "Advertisements sanctify, signify, mythologize, and fantasize ... Not only does advertising shape American culture; it shapes American's

¹⁴ Eschholz, Sarah; Bufkin, Jana and Long, Jenny. "Symbolic Reality Bites: Women and Racial/Ethnic Minorities in Modern Film". *Sociological Spectrum*, Vol. 22, 2002:301.

images of themselves."¹⁵ Yes, advertising is powerful, but the focus of this research is on hegemonic constructs and how they are defined/determined in the world of a television program.

Patriarchy vs. Matriarchy

Sarah Eschholz *et al* examined socially constructed realities in their article “Symbolic Reality Bites: Women and Racial/Ethnic Minorities in Modern Film”. They had strong opinions about the salient nature of constructed realities. They said, “Understanding the power of the media in the social construction of reality is important, particularly when we have such a wealth of evidence describing how films, television and other media sources continue to somewhat rigidly define roles and expectations for less powerful groups in society.”¹⁶ Eschholz *et al* determined that Hollywood is a white man’s world and generally “...represent(s) a traditional social construction of the world where capitalism, patriarchy and hegemonic masculinity are all represented as both the norm and the ideal.”¹⁷ *ANTM* does not represent the aforementioned socially constructed ideal – but it does have the power to frame images of reality and create standards of beauty as well as a counter-hegemonic environment where “real world” influences are essentially ignored.

¹⁵ Frith, Katherine Toland. *Undressing the Ad: Reading Culture in Advertising*. Peter Lang Publishing, Inc., New York, 1997;preface.

¹⁶ Eschholz, Sarah; Bufkin, Jana and Long, Jenny. “Symbolic Reality Bites: Women and Racial/Ethnic Minorities in Modern Film”. *Sociological Spectrum*, Vol. 22, 2002:326.

¹⁷ Eschholz, Sarah; Bufkin, Jana and Long, Jenny. “Symbolic Reality Bites: Women and Racial/Ethnic Minorities in Modern Film”. *Sociological Spectrum*, Vol. 22, 2002:322.

Patriarchy and hegemonic masculinity are not represented on *ANTM*, *AusNTM* and *BNTM*. All three shows are hosted by strong, powerful women who are also judges, top models, “guidance counselors” and, essentially, the main “boss” of everyone involved with the production of *NTM*. And a woman created *ANTM* – the hardworking Tyra Banks. Mr. Jay and Miss J often refer to themselves as “the eyes and ears” of Tyra Banks when they are interacting with the contestants without her. And they genuinely check in with her about any type of issue that may come up. For example, they almost always end up calling Tyra on makeover day because, for whatever reason, some model’s hair does not end up looking the way they anticipated and they need her approval to try different hairstyles. Tyra edits the models photographs each week, meaning she goes through every individual shot and decides which photograph would best represent each model at judging. Erika Heynatz (*AusNTM*) and Lisa Snowden (*BNTM*) are very involved and invested in the models on their shows, too. They spend time editing photographs, comforting upset contestants, and offering advice (and their experience) about the fashion industry. Women are in control on *NTM*. Perhaps matriarchy and hegemonic *femininity* are the constructs represented on *NTM*.

LITERATURE REVIEW

America's Next Top Model inspired Amy Adele Hasinoff, a postdoctoral fellow in Art History & Communication Studies at McGill University, to examine how the show “signals a new neoliberal rhetoric of race in popular culture.”¹⁸ She argued that race and racial identity transformations were promoted as valuable commodities through multiple discussions on *ANTM*, specifically cycle six. Danielle Evans, an African American woman from rural Arkansas, ultimately won *ANTM* cycle six. Her struggle to change her Southern accent was “a key narrative arc” throughout the cycle. Danielle’s strong accent concerned the judges who thought she would not be able to speak “like a top model”. However, if she could get rid of her accent, which supposedly revealed her race and class, she could possibly succeed in the fashion industry. Hasinoff believed that the manner in which Danielle’s accent was discussed implied that her speech could be overcome if she just worked hard enough. The judges and producers of *ANTM* seemed to immediately use Danielle’s accent as a method of defining her as an archetype, a Woman with a Tragic Back Story (WTBS). This archetype seems especially marketable as it mirrors the idea of the American Dream. Hasinoff said,

The more hardship a contestant can overcome through hard work, the better she demonstrates the neoliberal principle that anyone can succeed. Danielle’s “sympathetic back story” is that she grew up with a single mother suffering from rheumatoid arthritis, and she makes vague but repeated references to her life of “hard knocks”.¹⁹

¹⁸ Hasinoff, Amy Adele. “Fashioning Race for the Free Market on *America's Next Top Model*.” *Critical Studies in Media Communication*, Vol. 25 No. 3, August 2008:324.

¹⁹ Hasinoff, Amy Adele. “Fashioning Race for the Free Market on *America's Next Top Model*.” *Critical Studies in Media Communication*, Vol. 25 No. 3, August 2008:331-332.

But, characterizing her as a WTBS was not the only way they identified Danielle. By eliminating her rural accent, they seemed to try to redefine her race. Hasinoff argued,

...like many forms of popular media, *Top Model* commodifies and sexualizes women of color, but the show also promotes the models' transformation of their racial identities through gendered neoliberal discourses of personal responsibility, choice, and flexibility as evidence of the success of post-race late capitalism.²⁰

ANTM commodifies all of its contestants by focusing on their potential marketability.

But Danielle's commodification was more about her transformation from being a rural Southern African American to an urban "hip hop glam" African American. If Danielle could eliminate her accent, her difficult rural upbringing would no longer be a hindrance to her career. Hasinoff asserted that Danielle started to believe that her accent and heritage could keep her from having a modeling career by stating, "The commodified and heavily promoted narrative of Danielle's shift in racialization is carried out by her adherence to these ideals, which serves to make race hyper-visible as a malleable commodity..."²¹ While Hasinoff used discourse from *ANTM* to explore how race and class were somehow transformable on the show, this research used similar discourse to examine how archetype identifiers were manipulated and applied to the models.

Hasinoff pointed out that *ANTM* is one of few television programs that regularly discusses race. She said, "...since modeling and fashion are primarily visual media, interpersonal dialogues about modeling on *Top Model* frequently include explicit

²⁰ Hasinoff, Amy Adele. "Fashioning Race for the Free Market on *America's Next Top Model*." *Critical Studies in Media Communication*, Vol. 25 No. 3, August 2008:326.

²¹ Ibid.

commentary about the visual representation of gender and race.”²² She argued that while *ANTM* is proud of its “superficial racial diversity”, the show identifies whiteness as the “default unmarked race for US citizens”.²³ Tyra complained during cycle 2 of *ANTM* that many darker African American women wanted to have lighter skin. She wanted dark skinned women to be proud of their “unique beauty”. But, the discourse over fifteen cycles of *ANTM* reveals that as much as Tyra embraced diversity, the overall tone of the show remained somewhat tethered to an American ideal of beauty. Hasinoff described this cultural struggle, “While the beauty of the models of color is tied to their race and connected to tropes of marketable urban edginess, the white models’ race goes unmentioned since they are presumably of the ‘all-American’ race.”²⁴

Mixed race and lighter skinned models of color are considered valuable commodities on *ANTM* because their racial ambiguity is marketable worldwide. Leslie Mancía, a Latina model on cycle six, used her race as a selling point when she first met the judges. She said, “I could bring a lot of diversity, a lot of versatility, because I can pass for Latina, I can pass for Asian, I can pass for black.”²⁵ Women of color on *ANTM* are encouraged to embrace their racial ambiguity and “construct it as a particularly valuable commodity for the modeling industry.”²⁶

²² Hasinoff, Amy Adele. “Fashioning Race for the Free Market on *America’s Next Top Model*.” *Critical Studies in Media Communication*, Vol. 25 No. 3, August 2008:327.

²³ Hasinoff, Amy Adele. “Fashioning Race for the Free Market on *America’s Next Top Model*.” *Critical Studies in Media Communication*, Vol. 25 No. 3, August 2008:333.

²⁴ Ibid.

²⁵ Hasinoff, Amy Adele. “Fashioning Race for the Free Market on *America’s Next Top Model*.” *Critical Studies in Media Communication*, Vol. 25 No. 3, August 2008:335.

²⁶ Ibid.

When discussing Danielle's accent, Hasinoff argued that it was not a problem for the judges because it evoked blackness. Instead, it seemed to "reflect a particular construction of Southern rural working class African Americanness" that was considered unmarketable for a top model.²⁷ Hasinoff pointed out that the judges did not have a problem with Danielle's fellow contestant's Nigerian accent. They never criticized Nenna Agba's accent because they perceived "Nenna as prideful and snobby, the near opposite of *lower class* or *common*."²⁸ Tyra praised Nenna for having "strong pride" and for being a strong African woman. Another African American contestant on cycle six, Furonda Brasfield, was never admonished for her accent because it lacked the "rural working class Southern drawl of Danielle's speech".²⁹ Hasinoff believes this lack of criticism demonstrates that *ANTM* is more interested in promoting "particularly neoliberal forms of race that erase rather than highlight class inequalities."³⁰ She argued that women of color are ideal contestants on *ANTM* because their race can be easily manipulated and sold as another commodity "along with their physical features."³¹ She believed "their narratives of transformation disavow racial inequalities and serve as model neoliberal stories of race with immense market appeal."³² If Tyra read Hasinoff's study, she would likely be horrified because she is proud of her own African American

²⁷ Hasinoff, Amy Adele. "Fashioning Race for the Free Market on *America's Next Top Model*." *Critical Studies in Media Communication*, Vol. 25 No. 3, August 2008:337.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Ibid.

³¹ Ibid.

³² Hasinoff, Amy Adele. "Fashioning Race for the Free Market on *America's Next Top Model*." *Critical Studies in Media Communication*, Vol. 25 No. 3, August 2008:340.

heritage. The idea that the show she created actively tries to eliminate racial and class markers seems to go against many goals she had – introducing women of all races and sizes to the modeling/fashion industry. Tyra encourages her contestants to embrace their differences and use them to “stand out” among other models.

A study by Alice Marwick, a postdoctoral researcher of social media at Microsoft Research New England in Cambridge, MA, examined the use of plastic surgery on reality television, specifically *The Swan*. She argued that *The Swan* “demonstrates the limits of ‘empowerment,’ encouraging evaluation by a medical-psychiatric institutional gaze that measures natural female bodies against a hyper-stylized version of femininity.”³³ Marwick cited a somewhat disturbing statistic about plastic surgery in the U.S. She said, “The American Society of Plastic Surgeons, which collects statistics on cosmetic surgery, claims a 966% increase in cosmetic surgery procedures between 1992 and 2007, with a 68% increase between 2000 and 2007 alone.”³⁴ According to Marwick, fashion magazines use feminist language to encourage women to “empower” themselves through cosmetic surgical procedures. Such language frames plastic surgery as a personal choice and not a response to “systemic cultural values”. She seemed relieved that, “Some scholars have likewise rejected the ‘cultural dupes’ model, instead arguing that women

³³ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:251.

³⁴ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:253.

are active participants within beauty culture and find spaces to potentially resist hegemonic beauty standards.”³⁵

It appears that female-targeted reality television programs frequently use archetype identifiers. Most of the women on *The Swan* could be categorized as WTBS’s. One contestant on the first season of *The Swan*, Erica Moore, revealed how having a weight problem as a child influenced her self-perception. Erica said her self-esteem had always been low and hoped the cosmetic surgery she received on *The Swan* would help her “be somebody”. Much like *ANTM*, *The Swan* used the idea of a confessional where the contestants could talk directly to camera about how they were feeling throughout the duration of the show. Marwick recognized that the producers and editors of such programming used these “confessions” to frame storylines and reinforce unfortunate beauty ideals. She said,

As is common in reality shows, the Swan testimonials are heavily edited to serve the producers’ ideological ends: in this case, to emphasize the shamefulness of the non-ideal body, reinforcing the idea that only conventionally sexy (thin, white, attractive) people deserve to have sex, since the women must be surgically transformed prior to intimacy.³⁶

Certainly, the women on *ANTM* are encouraged to be physically fit and as lean as possible. But, plastic surgery is never suggested, at least not by Tyra. Janice Dickinson occasionally said some of the women on *ANTM* needed plastic surgery. But, she was reprimanded by the other judges who felt that diet and exercise were better solutions than

³⁵ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:253.

³⁶ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:256.

having surgical procedures. Some women on *ANTM* had their teeth professionally whitened or endured lengthy dental visits to “instantly” straighten their teeth through oral surgery. But, no one told the models on *ANTM* that any psychological problems or self-esteem issues they had were because they did not have a perfect body. That was not the case with *The Swan*, “The low self-esteem experienced by the contestants is thus framed as something *caused* by a non-ideal body, rather than as a symptom of the complex web of societal institutions and values which cause women to view natural bodies as inadequate.”³⁷

Although medical personnel were present throughout much of *The Swan*, psychological problems were not treated with talk therapy or medication. “Depression and insecurity are not treated as medical issues that might need medical psychiatric treatment or medication; instead, aesthetic surgery is the appropriate remedy.”³⁸ This revelation is particularly alarming because outside the realm of reality television, it is highly unlikely that a psychiatrist would prescribe plastic surgery to alleviate depression. But, plastic surgery was *the* draw of *The Swan*. Contestants wanted plastic surgery to alleviate their unhappiness and the producers were eager to supply this solution.

The expert reframings of the contestants’ stories function as normalizing narratives that position cosmetic surgery and the achievement of the ideal body

³⁷ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:257.

³⁸ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:258.

through cosmetic surgery as monolithic solutions, and demonstrate the real limits to narratives of “empowerment” in cosmetic surgery discourse.³⁹

Certainly, there are women who feel empowered when they have plastic surgery. But, “prescribing” such procedures to deal with psychological issues is irresponsible. One of the more significant differences between *The Swan* and *ANTM* is that the contestants on the former applied to be on the show specifically to receive multiple cosmetic surgeries. The models on *ANTM* are sometimes resistant to change in their appearance, especially on makeover day each cycle. They would likely be appalled and shocked if Tyra *et al* suggested they needed plastic surgery. If some of the women on *ANTM* cannot handle having a different hairstyle/hair color after makeover day, it seems highly unlikely they would want plastic surgery that would permanently change their appearance.

The Swan offers moral justifications for plastic surgery, “*The Swan* discursively positions cosmetic surgery as a moral imperative, through which self-improvement, success, and happiness will be achieved.”⁴⁰ Marwick believed that, “This moral compunction to achieve the ideal body pervades contemporary discussions around exercise, fitness, and health, and is perpetuated by media and celebrity culture.”⁴¹ Yes, the women on *ANTM* are striving to enter an industry where their physical attributes will be judged on a daily basis. And they are not immune to media and celebrity culture’s

³⁹ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:259.

⁴⁰ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:261.

⁴¹ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:262.

influence. But, the idea of plastic surgery is very rarely discussed on *ANTM*. Tyra wants her models to work with what their “Mom and Dad gave them” and become more attractive through their modeling abilities, not surgery. Marwick repeatedly pointed out that *The Swan* “justifies its strict scrutiny of the female body (and, by proxy, the strict public judgment placed on female bodies) through this discourse of morality, which links cosmetic surgery to superior personhood.”⁴² Obviously, the models on *ANTM* recognize that should they become models, they will be constantly scrutinized. But, a link between plastic surgery and being a better person does not exist on *ANTM*. Yes, the women are “given” archetype identifiers, but are never told they need surgery to be better people. Resistance to cosmetic surgery was framed as a moral failing on *The Swan* and such a “failing must be overcome to achieve true happiness.”⁴³ *The Swan* was canceled after two seasons (both aired in 2004). Perhaps audience members were not drawn to the idea of completely changing body types and faces through plastic surgery. Marwick concluded, “The tension between the liberal subject created by self-help, empowerment, and feminism, and a confining, compulsory model of what that subject should look like (literally) reveals the limitations of the ‘you go, girl’ notion of consumer choice.”⁴⁴

⁴² Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:263.

⁴³ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:263.

⁴⁴ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:264.

Standards of beauty are analyzed again and again on *ANTM*, although no one ever uses the phrase "standards of beauty." But *ANTM* does frequently point out desired physical features; this makes sense since modeling is a career that relies on physical appeal. But why are certain physical attributes more desirable than others? Judith H. Langlois and Lori A. Roggman attempted to answer this in an article in *Psychological Science*,

...it has been assumed, at least since the publication of Darwin's *Descent of Man* (1871), that standards of beauty are culturally specific and that attempts to determine universal or underlying dimension of beauty are futile. It has also been widely held that standards of attractiveness are only gradually learned by children through exposure to the media and culture in which they live.⁴⁵

In a *Self and Identity* article, authors Peggy Chin Evans and Allen R. McConnell observed,

In American society, many women strive to attain mainstream, Western standards of beauty, which are derived from a predominantly Anglo-Saxon influence. In fact, physical appearance seems to be the most important predictor of overall self-evaluation in female college and high school students.⁴⁶

Because of this mass desire to attain mainstream, Western standards of beauty, Evans and McConnell wanted to do a relevant study.

Given that physical appearance is an important aspect of women's self-concept, that physical attractiveness is meaningful for impressions in general, and that mainstream standards of beauty are so pervasive in American culture, this study investigates the self-evaluation of minority women, namely Asian and Black women, whose physical appearance may be very different from that of prescribed western standards of beauty.⁴⁷

⁴⁵ Langlois, Judith H. and Roggman, Lori A. "Attractive Faces Are Only Average." *Psychological Science*, 1990:115.

⁴⁶ Evans, Peggy Chin and McConnell, Allen R. "Do Racial Minorities Respond in the Same Way to Mainstream Beauty Standards? Social Comparison Processes in Asian, Black and White Women." *Self and Identity*, 2003:153.

⁴⁷ Ibid.

Mainstream standards of beauty have long been promoted in the United States. Breast size has been an important "component" of overall beauty. Eugene R. Mellican analyzed breast size and breast implants in a 1995 *Journal of Popular Culture* article:

The cult of beauty and the obsessive quest for youthful attractiveness in our society was satirically portrayed by Meryl Streep and Goldie Hawn in the 1992 film *Death Becomes Her*. At the same time that this film was playing in theaters across the country, a more somber aspect of our cultural preoccupation with images of feminine glamour and beauty was vying for the public's attention.⁴⁸

Mellican had reasonable concerns about our "cultural preoccupation" with images of female beauty. One of his main concerns dealt with silicone breast implants. He worried about their safety as well as the societal pressure on women to have larger breasts.

...the emotionally charged debate over the need, safety, and effectiveness of silicone breast implants sharply demonstrated how far health and illness can go beyond merely physical, biological states to being so deeply embedded in, and determined by, culture-specific perceptions and values that they become essentially culturally constructed realities. The diagnosis of small breasts as a "disease" by the American Society of Plastic and Reconstructive Surgeons (ASPRS) is a clear illustration of this.⁴⁹

Having small breasts is a disease? Really? Not according to *ANTM*. On *ANTM*, women who have large breasts are often eliminated early on simply because high fashion does not necessarily "work" with busty women. Most models are tall and slim with small to medium size breasts. The comments female contestants with large breasts often hear have to do with their appearance being more suitable to men's magazines; not high fashion. Ironically, Tyra Banks had a successful modeling career despite her own large chest. However, as a mentor to the wannabe models, she emphasizes how she has had to

⁴⁸ Mellican, Eugene R. "Breast Implants, the Cult of Beauty, and a Culturally Constructed Disease." *Journal of Popular Culture*, Vol. 28, Issue 4, Spring 1995:7.

⁴⁹ Ibid.

hide her chest to appear more marketable. Having large breasts is a desire in mainstream America but is not considered such in the world of modeling.

Another standard of beauty difference between *ANTM* and mainstream America has to do with facial symmetry. Fink and Neave explored facial beauty and symmetry in an article in the *International Journal of Cosmetic Science* in 2005.

It was once widely believed that standards of beauty were arbitrarily variable. Recent research suggests, however, that people's views of facial attractiveness are remarkably consistent, regardless of race, nationality or age.⁵⁰

The article goes on to discuss how facial symmetry is a desirable trait, "symmetrical people of both sexes are reported to have greater emotional and psychological health, and symmetrical men were also found to have greater physiological health than their asymmetrical counterparts."⁵¹ Again, *ANTM* does not necessarily agree with this standard. Some female contestants are eliminated because they are "too pretty", their faces are "too symmetrical". In the world of *ANTM*, a model must be somewhat odd looking in order to photograph beautifully.

⁵⁰ Fink, B. and Neave, N. "The biology of facial beauty." *International Journal of Cosmetic Science*, Vol. 27, 2005:317.

⁵¹ Fink, B. and Neave, N. "The biology of facial beauty." *International Journal of Cosmetic Science*, Vol. 27, 2005:320.

AMERICA'S NEXT TOP MODEL AND HOMOSEXUALITY

When examining the value hierarchy of *ANTM*, it can be argued that in addition to creating an environment that rewards certain physical attributes and personal behaviors, *ANTM* promotes the open acceptance and almost reverence for gay men. Even the popular gay publication *The Advocate* recognized this construct when analyzing season 3 of the show:

...the gayest moment on prime-time TV in 2004 (not counting Showtime) happened October 13, on, of all places, UPN. We're talking, of course, about America's Next Top Model, Tyra Banks's top-rated supermodel competition, which just concluded a fantabulous third season, filled to the brim with perhaps the most flamboyant gay men ever to grace the public airwaves.⁵²

The author of the *Advocate* article, Adam Vary, was pleased about the timing of the airing of a particular episode of *ANTM*.

And the October 13 episode (airing the week of National Coming Out Day, no less) had them all: Heatherette designers and Paris Hilton stylists Richie Rich and Traver Rains, with their club-kid sense of style and "circus of Panic" fashion show; Top Model art director Jay Manuel, with his silver hair and nonplussed reaction when dim-bulb Norelle proudly flaunted her breasts; judge Nol   Marin, with his open adoration of breakout plus-size star Tocarra. Even hairstylist Danilio, with his opulent handlebar moustache, managed to sneak a quick cameo.⁵³

Vary was impressed the most by the presence of *ANTM*'s popular judge/instructor J.

Alexander.

The episode belonged, however, to "Miss" J. Alexander, international model coach and runway walking expert. Not five minutes in, Alexander was strutting down a makeshift runway in heels and a letter-perfect schoolmarm costume - a deliberate attempt, he says, to get the contestants comfortable about making a fool of themselves while trying to relearn how to walk.⁵⁴

⁵² Vary, Adam B. "America's next top role models." *The Advocate*, Issue 930, 2005:64.

⁵³ Ibid.

⁵⁴ Ibid.

The fact the episode aired during the week of National Coming Out Day may have been "accidental" but it's likely the creators/producers of *ANTM* were well aware of who should be promoted/featured in celebration of this holiday. By airing this episode the week of National Coming Out Day, *ANTM* likely gained new audience members, especially in the gay community.

Even Tyra herself happily admitted that *ANTM* is a "gay" show in an earlier *Advocate* article,

Everything's gay on America's Next Top Model. It's a gay man's paradise. We've got gorgeous Jay Manual, sexy-ass Nigel Barker, drag queens, corsets, cattiness, and beautiful girls with lots of attitude. We use the words "fierce" and "fabulous" as much as we use the word "the." And I have so much makeup on in the judging room - the drag queens all across America have got to love that!⁵⁵

Tyra recognizes that not only does her show feature plenty of powerful, interesting gay men (Nigel Barker, for the record, is heterosexual and married), but also the content of the show is often gay-friendly. She has stated on her show a number of times that she thinks she is a drag queen in a woman's body. What Tyra also recognizes is that the modeling/fashion industry would be dull and unglamorous without gay men.

Lesbians are also welcomed in the modeling/fashion world. Several *ANTM* contestants have been lesbians or bisexual. The only people associated with the show that seem to have problems with their sexual preference are other contestants who are usually portrayed as being close-minded. Granted, the women who have had "issues" with others' sexuality are generally close-minded about many things, but *ANTM* never fails to play up the conflict between the homosexuals and the homophobes. In doing so,

⁵⁵ White, Dave. "Tyra Banks." *The Advocate*, Issue 924, 2004:106.

ANTM generally makes homophobic women seem ignorant and mean spirited while elevating the status of more open-minded contestants.

Eric Wilson of *The New York Times* made some observations about reality shows featuring models in a March 2007 article, "The depiction of models in popular culture increasingly emphasizes the stereotypical image of lucky, glamorous brats; their employers have tenuous moral codes."⁵⁶ While Wilson seems perturbed with this type of programming and what it promotes, he had some kind words about *ANTM*.

"America's Next Top Model," which began in 2003 and continues to rank well for the CW network with teenagers and young women, at least attempts to display some humanity in its casting and nurturing of contestants. The supermodel Tyra Banks, an executive producer of the show, serves as the voice of experience, often cushioning the all-too-harsh realities of the business in a motherly embrace, though she is also wont to scold a model brusquely for the cardinal sin - perhaps imperceptible to the layman viewer - of a cockeyed walk.⁵⁷

Wilson can only embrace *ANTM* so much before he goes on to state what he finds wrong with the show, in addition to other modeling reality programming.

As the contest progresses each season, what usually begins with a message of friendship and sisterly support among young women of diverse backgrounds ultimately ends as a superficial blood sport. As one of the judges pointed out in favor of Yoanna House, the champion of Season 2, her features were "amazingly symmetrical." Meanwhile the runner-up promises to the camera that she will rip Ms. House's hair out.⁵⁸

Wilson is angry at this kind of reality television because he feels it is deceiving.

Reality shows about modeling seem to have ennobled the profession in the eyes of many young women, despite recently exposes examples in the real modeling

⁵⁶ Wilson, Eric. "Waiting to Show Model Behavior." *The New York Times*, (Late Edition (East Coast)). New York, NY, March 26, 2007:E1.

⁵⁷ Ibid.

⁵⁸ Ibid.

world of drug use, anger management problems and the issue of eating disorders that appear to be encouraged by the models' agents and fashion designers.⁵⁹

Tyra often teaches the contestants about the pitfalls and dangers of modeling. She wants to use her experience to prepare the women before they head into the "real world" of modeling. But as much as Tyra warns the women about the negatives of modeling, she can't help reinforcing certain beliefs. For example, Tyra does not want the women to have eating disorders but will frequently point out parts of contestants' bodies that need "work" i.e. slim down and tone up. While Tyra cares for these women, the bottom line is that she produces the show and needs viewers. Even she admitted such in a 2006 *Forbes* article,

"We're in a day and age when these kids want instant success, and they don't want to work for it. I feel tough love prepares these girls," Banks says later, defending her cutting style; in one episode she screams at a contestant so loudly Banks' eyes threaten to burst out of her head. But she admits to a second motive: People would rather watch nasty than nice. "I've got to sell a TV show."⁶⁰

And sell the show, she will.

"['Top Model' host] Tyra Banks' meltdown this season was worthy of Shakespeare," wrote the Minneapolis Star Tribune's Neal Justin, referring to Ms. Banks' screaming at a contestant who refused to take the show's elimination ceremony seriously.⁶¹

Critics and viewers alike love the dramatic elements of *ANTM*. Authors Marc Peyser and Allison Samuels analyzed Tyra and *ANTM* in a 2004 *Newsweek* article.

"Top Model" features 12 women competing in a variety of tasks - runway walking, agency visits and the always-grueling nude photo shoot - with the

⁵⁹ Wilson, Eric. "Waiting to Show Model Behavior." *The New York Times*, (Late Edition (East Coast)). New York, NY, March 26, 2007:E1.

⁶⁰ Blakeley, Kiri. "Tyra Banks On It." *Forbes*, Vol. 178, Issue 1, 2006:120.

⁶¹ Hibberd, James. "Critics Confess Guilty Pleasures." *Television Week*, Vol. 24 Issue 28, 2005:12.

winner receiving several modeling deals. That might sound tedious to people who don't know a Manolo from a Barolo, but "Top Model" may just be TV's perfect reality show. It's as deliciously cut-throat as "Survivor" - last week one woman implied that a rival had an eating disorder, in hopes that Banks, who serves as the host and chief judge, would vote the woman off.⁶²

Yes, there is conflict and drama on *ANTM* but the show has more to offer.

⁶² Peyser, Marc and Samuels, Allison. "TYRA INC." *Newsweek*, Vol. 143 Issue 11, 2004:58.

MAKEOVER TELEVISION - SOME BACKGROUND NOTES

Makeover television is nearly impossible to avoid since a variety of makeover programs saturate multiple networks. Tania Lewis commented on this phenomenon, "Once relegated to the realm of women's magazines and daytime television, over the past decade the makeover has taken up an increasingly prominent place within popular culture."⁶³ Makeover television has moved to prime time. While *ANTM* is not exactly "makeover" television, every season includes a "makeover" day when the model contestants receive new "fierce" hairstyles and makeup. To be fair, by the end of a cycle of *ANTM*, the contestants have been transformed into "legitimate" models. Although *ANTM* may not be a typical makeover program, a brief history of makeover television will ground readers regarding the purpose of this study.

There are different types of makeover television. These shows generally focus on specific types of makeovers - weight loss, change of clothing/hairstyle, shopping, home decoration, cooking, gardening and "dramatic transformation of one's personal appearance."⁶⁴ Most formats of makeover television include a surprise visit to someone's home or workplace, often shocking the unwitting participant into agreeing to participate on the show.

Many Americans are very familiar with popular makeover shows. ABC's *Extreme Makeover: Home Edition (EMHE)* is frequently in the top 20 programs each week according to Nielsen ratings. The popular ratings winner has won two People's Choice

⁶³ Lewis, Tania. "INTRODUCTION: Revealing the Makeover Show." *Continuum: Journal of Media & Cultural Studies*, Vol. 22, No. 4, August 2008, p. 441.

⁶⁴ Ibid.

Awards and two Creative Arts Emmys for Outstanding Reality Program - all four awards won in 2005 and 2006.⁶⁵ *EMHE* rebuilds homes for needy families across the United States. Unlike a lot of makeover programming, participants nominate themselves for *EMHE*. On TLC's *What Not to Wear*, people with unfortunate wardrobes are nominated by friends, family and co-workers. Regardless of whether a person's presence on makeover television is voluntary or not, he/she is almost always tremendously grateful at the end of the broadcast hour.

Celebrities and politicians have taken note of the popularity of this genre.

According to John McMurra,

The estimated thirteen million viewers who tune in to ABC's December 11, 2005 special two-hour "Holiday Wishes" episode of its Sunday evening feel-good reality TV hit *Extreme Makeover: Home Edition (EMHE)* found First Lady Laura Bush handing out Sears clothing to Hurricane Katrina victims at a neighborhood shelter in Biloxi, Mississippi. While the episode presented Bush's cameo as impromptu, the Bush administration contacted *EMHE* in mid-September to ask if it was taping any shows in the devastated Gulf Coast area and that Laura Bush would be happy to help out given that she shared the "same principles" of the show.⁶⁶

Because the Bush Administration was dealing with fallout from their unsuccessful response to Hurricane Katrina, booking Laura Bush on *EMHE* was an opportunity to demonstrate engagement with the recovery effort.⁶⁷ Recent seasons of *EMHE* have included celebrity guest stars in almost every episode. As the celebrities recognize the

⁶⁵ McMurra, John. "Desperate Citizens and Good Samaritans: Neoliberalism and Makeover Reality TV." *Television & New Media*, Vol. 9, No.4, p307, July 2008.

⁶⁶ McMurra, John. "Desperate Citizens and Good Samaritans: Neoliberalism and Makeover Reality TV." *Television & New Media*, Vol. 9, No.4, p307, July 2008:305.

⁶⁷ Ibid.

potential for free positive publicity, they seem happy to take on weeklong house building projects.

Celebrities are not the only ones who take advantage of *EMHE's* popularity.

McMurra refers to *EMHE* as Good Samaritan reality TV and notes that it, "...more fully integrates philanthropy with corporate branding and product marketing."⁶⁸ Good Samaritan reality TV is programming that intends to help individuals and communities rebuild homes and lives. The Sears brand is always highlighted on episodes of *EMHE*. Sears usually provides all appliances, bedding, furniture, clothing, etc. for the homeowners. CVS Pharmacy often donates needed medicines and medical supplies to these same families. And Ford occasionally donates a new vehicle to these individuals as well. Sears, CVS and Ford receive a lot of screen time during every episode of *EMHE* and the design team members are encouraged (perhaps required) to mention the names of these businesses as often as possible throughout. Sears has greatly benefited from its partnership with *EMHE*,

The Association of National Advertisers recognized Sears' *EMHE* sponsorship as one of the most successful branded-entertainment deals (Stanley 2005, 119), while Sears marketing executives claimed that viewers who watched the show on Sunday night were 29 percent more likely to shop at Sears on Monday ("ANA Forum TO TV: 2006).⁶⁹

Corporate sponsors benefit from alliances with makeover reality programs, but why did the surge of reality TV happen at all? "The broadcast networks began producing reality TV in the 1980s and early 1990s to cut program costs as audiences fragmented

⁶⁸ McMurra, John. "Desperate Citizens and Good Samaritans: Neoliberalism and Makeover Reality TV." *Television & New Media*, Vol. 9, No.4, p307, July 2008:309

⁶⁹ McMurra, John. "Desperate Citizens and Good Samaritans: Neoliberalism and Makeover Reality TV." *Television & New Media*, Vol. 9, No.4, p307, July 2008:311.

across proliferating cable channels and scripted programming became increasingly expensive as powerful Hollywood agencies packaged their star actor, writer, and producer clients."⁷⁰ Reality television happened because Hollywood executives were trying to save money. It is much less expensive to produce a reality show than a scripted one. Home improvement shows became popular because post-9/11, Americans chose to travel less and instead used the money to redecorate their existing homes.⁷¹

EMHE was not the first popular home makeover show in the U.S. "Two years before network television showed *Extreme Makeover*, TLC achieved high ratings (rivaling the free-to-air networks) with the first US home makeover show *Trading Spaces*, a US adaptation of the BBC's *Changing Rooms*.⁷² While *Trading Spaces* was popular, American audiences wanted to focus on "personal, particularly body, makeover shows."⁷³ American audiences have long enjoyed personal makeover television. *Glamour Girl*, a U.S. daytime show in the 1950s, featured a deserving woman who was transformed over 24 hours.⁷⁴ *Queen for a Day* was also a popular 1950s daytime show where women competed for audience sympathy in order to receive consumer goods (and

⁷⁰ McMurra, John. "Desperate Citizens and Good Samaritans: Neoliberalism and Makeover Reality TV." *Television & New Media*, Vol. 9, No.4, p307, July 2008:316.

⁷¹ McMurra, John. "Desperate Citizens and Good Samaritans: Neoliberalism and Makeover Reality TV." *Television & New Media*, Vol. 9, No.4, p307, July 2008:318.

⁷² Lewis, Tania. "Changing rooms, biggest losers and backyard blitzes: A history of makeover television in the United Kingdom, United States and Australia." *Continuum: Journal of Media & Cultural Studies*, Vol. 22, No. 4, August 2008:453.

⁷³ Ibid.

⁷⁴ Ibid.

be crowned 'queen' for a day).⁷⁵ Contemporary programming borrows heavily from these earlier makeover shows.

Shows such as *Queer Eye for the Straight Guy*, for instance, combine reality TV and lifestyle advice (in this case delivered by five gay men) with the consumer-driven transformations of women's daytime television shows in the 1950s and the talk show's morally charged focus on personal confession.⁷⁶

ANTM is a unique makeover reality show. The contestants receive lessons on modeling, walking, interviewing, makeup application, personal style, posing, etc. It is difficult to argue that the young women are not somewhat "made over" after appearing on *ANTM*, and it somehow feels incorrect to label the show as makeover television, but it is. One common narrative of *ANTM* is the idea of transformation. The models are not only expected to transform physically – they must also develop a “top model” personality. Many women from previous cycles claimed in their exit interviews that their whole lives changed from their experience on *ANTM*. There are multiple elements on *ANTM* that allows it to be included in makeover programming which will be discussed throughout this study.

⁷⁵ Lewis, Tania. "Changing rooms, biggest losers and backyard blitzes: A history of makeover television in the United Kingdom, United States and Australia." *Continuum: Journal of Media & Cultural Studies*, Vol. 22, No. 4, August 2008:454.

⁷⁶ Ibid.

STANDARDS OF BEAUTY IN U.S.

Standards of beauty for women in the U.S. change seemingly every decade. In the 1950s, curvy bombshell Marilyn Monroe was the "beauty ideal". The 1960s arrived and extremely thin supermodel Twiggy became the inspiration to a new generation of young women in the U.S. The California-beachy look was prominent in the 1970s. Having a fit, athletic - yet still womanly - figure was the new goal in the aerobics/exercise-crazed 1980s. The 'heroin chic' look dominated the 1990s, resulting from ultra-slim model Kate Moss' success. The first decade of the 21st century has seen perhaps the hardest "beauty ideal" to achieve: being tall, very slender and having large breasts.

Multiple factors influence standards of beauty. In a study by Alyson Kay Spurgas, body image among female college students was explored. According to Spurgas, these factors included, "...race/ethnicity, cultural background, media consumption and exposure and individual psychology."⁷⁷ The young women Spurgas interviewed (from varying ethnic backgrounds) strongly believed that women of all races are held to a similar beauty standard which is thin and White.

Men are not held to such a high standard in the U.S. That is changing as more men are expected to have lean, muscular bodies (with the required six-pack stomachs) and no receding hairlines. And men do not have to contend with the "male gaze". According to a study by Rachel M. Calogero, Assistant Professor of Psychology at Virginia Wesleyan College, women resort to self-objectification "as a result of

⁷⁷ Spurgas, Alyson Kay. "Body Image and Cultural Background." *Sociological Inquiry*, Vol. 75, No. 3, August 2005:297.

internalizing the sexually objectifying male gaze.”⁷⁸ Calogero provided a definition of self-objectification,

Self-objectification is described as an adaptive strategy adopted by women to anticipate the repercussions of their appearance on an observer, specifically a male observer.⁷⁹

Although men are facing a difficult beauty standard of their own, women have shouldered a much heavier burden of such standards for nearly a century.

Trying to achieve standards of beauty can sometimes lead women to severely alter their bodies, often leading to eating disorders. The conventional wisdom is that women suffering from eating disorders are white, middle-to-upper class women. There is not as much research about women of other races and their experiences with such problems. According to an essay by Lisa Williamson (published in *Social Work in Health Care*), "African American females have been largely excluded from studies, due to the assumption that the Black community's acceptance of women with fuller shapes protects its women from eating problems."⁸⁰ More recent studies have been forced to include inquiries about African American women and eating disorders because these issues have dramatically increased in their communities. So what factors are contributing to this increase? Race, class and living in a culture that "...denigrates Black features and

⁷⁸ Calogero, Rachel M. "A Test of Objectification Theory: The Effect of the Male Gaze on Appearance Concerns in College Women". *Psychology of Women Quarterly*, Vol. 28, 2004:17.

⁷⁹ Calogero, Rachel M. "A Test of Objectification Theory: The Effect of the Male Gaze on Appearance Concerns in College Women". *Psychology of Women Quarterly*, Vol. 28, 2004:19.

⁸⁰ Williamson, Lisa. "Eating Disorders and the Cultural Forces Behind the Drive for Thinness: Are African American Women Really Protected?" *Social Work in Health Care*, Vol. 28:1, 1998:61.

physiques impact body image among Black women and may play a role in the development of eating disorders."⁸¹

If one examines popular fashion magazines, television programs and motion pictures, it is important to notice how women of all races are being portrayed. If any woman in popular culture is to be considered "beautiful", she must adhere to the ideal standard of beauty. Often, this ideal is a woman who is, "long, leggy, and relentlessly lean, impeccably clothed and coifed. In addition, she is almost always white."⁸² And if the woman is not white, her skin must be light colored, her hair must be long and shiny and "...her features are Anglican."⁸³ Essentially, any non-white woman portrayed in popular culture must somehow "look" white to be considered beautiful. If these are the portrayals seen by African American women, it is not surprising that eating disorders have invaded their communities.

Why do women in the U.S. feel driven to achieve an impossible standard of beauty? Maya A. Poran offered a possible answer in her study about how Latina, Black and White women understand beauty:

In the United States, people who are perceived as attractive are also perceived as having positive personality traits such as intelligence, sociability, kindness, virtue,

⁸¹ Williamson, Lisa. "Eating Disorders and the Cultural Forces Behind the Drive for Thinness: Are African American Women Really Protected?" *Social Work in Health Care*, Vol. 28:1, 1998:61.

⁸² Williamson, Lisa. "Eating Disorders and the Cultural Forces Behind the Drive for Thinness: Are African American Women Really Protected?" *Social Work in Health Care*, Vol. 28:1, 1998:65.

⁸³ Ibid.

nurturance, and warmth, and they are perceived as more successful in areas of work and personal life.⁸⁴

Being thought of as attractive has many perks. An attractive person who may not have many positive personality traits might still be "credited" as having them simply because he/she is attractive. According to the study "Beauty Revisited: The impact of attractiveness, ability, and personality in the assessment of employment suitability", attractive people are "...perceived as more highly qualified, they obtain more favorable hiring recommendations and they receive higher compensation."⁸⁵ Even if a good-looking person is not qualified for a job, his/her physical attributes may encourage employers to hire him/her anyway.

Tyra Banks often tells model-wannabes that being beautiful is not enough to be a successful model. She stresses the importance of having a charming, warm personality. In a strange way, on *ANTM*, a "positive" lesson being taught is that a woman is not considered all-around beautiful if she does not possess a "beautiful" personality. During each cycle of *ANTM*, Banks emphasizes one of the reasons she started her hit program: she wants to change public perceptions of what is beautiful. She often casts one or two plus-size models each cycle to show her support of "bigger girls". After fifteen cycles,

⁸⁴ Poran, Maya A. "Denying Diversity: Perceptions of Beauty and Social Comparison Processes Among Latina, Black, and White Women". *Sex Roles*, Vol. 47, Nos. 1/2, July 2002:65.

⁸⁵ Tews, Michael J., Stafford, Kathryn and Zhu, Jinfei. "Beauty Revisited: The impact of attractiveness, ability, and personality in the assessment of employment suitability". *International Journal of Selection and Assessment*, Vol. 17, No. 1, March 2009:92.

only one plus-size model has actually won the title of "America's Next Top Model" - Whitney Thompson of cycle 10.⁸⁶

Conversely, almost every cycle of *ANTM* includes at least one woman who is accused of having an eating disorder. For example, Elyse Sewell in cycle 1, Yoanna House in cycle 2, Cassie Grisham in cycle 3, Allison Kuehn in cycle 10 and Anamaria Mirdita in cycle 15.⁸⁷ To be fair, not everyone accused of having an eating disorder has/had one. Elyse and Yoanna did not have eating disorders. It was pretty clear that Cassie had an eating disorder during cycle 3 just based on things she said about her body and what foods she allowed herself to eat. Allison admitted to having had anorexia prior to the show and exhibited some strange eating habits (Jell-O doused with A1 sauce?!). In the most recent cycle, cycle 15, the first woman kicked off the show was Anamaria because the judges felt she was too skinny. They did not like how much her rib bones jutted out from her body. And they did not want to send the wrong message to viewers - that in order to be a successful model, one must starve herself.

ANTM tries to cast women of all cultures in each cycle. It is interesting to note what women of which race won each cycle. White women won cycles 1, 2, 5, 7, 10, 11, 13 and 15. Black (or at least half-Black) women won cycles 3, 4, 6, 9, 12 and 14. A Latina woman won cycle 8.

Banks wants audience members to embrace the diversity in cultures and sizes cast on *ANTM*. While Banks wants to showcase this diversity, she changes how the models look on makeover day. It seems like Banks' heart is in the right place, but many of the

⁸⁶ www.imdb.com

⁸⁷ www.imdb.com.

models look similar to each other after makeover day, perhaps indicating there are standards of beauty within *ANTM* to which Banks feels compelled to adhere. Specific beauty standards on *ANTM*, *AusNTM* and *BNTM* will be discussed in later chapters.

It is difficult to measure what influence popular culture plays on standards of beauty and body image. According to Maya A. Poran,

Few researchers have even explored Women of Color and their experiences with the dominant beauty standard. It has been observed that White women seem to have a uniform notion of what "beauty" should be and their conception of beauty tends to match the culturally popular images of women in mainstream media.⁸⁸

It appears that popular culture plays a significant role in determining standards of beauty. And white women recognize the images in the media and their importance in defining what is beautiful. Women of color are also exposed to these same images and struggle to find any images that look like *them*. Poran's study included cultural definitions of standards of beauty by Black women. The following are a few examples of the aforementioned definitions:

A tall and skinny White Woman with blond hair and blue eyes & perfect straight nose.

Blond hair blue eyes with not an inch of fat on your bones. Definition a CAUCASIAN LADY.

Being pretty having Long blond hair, blue eyes and being White. And also having a Slender figure and Smooth Skin.

In order of importance - (1) being white, (2) having white features [i.e., hair, nose, skin color], (3) being thin, (4) having a pretty face (or handsome), and long hair.

⁸⁸ Poran, Maya A. "Denying Diversity: Perceptions of Beauty and Social Comparison Processes Among Latina, Black, and White Women". *Sex Roles*, Vol. 47, Nos. 1/2, July 2002:65.

White or Whitelike (people).⁸⁹

It is unfortunate that African American women see the ultimate standard of beauty in the U.S. as essentially having to be white. Seemingly, not much has changed since the doll tests that influenced “the landmark 1954 Supreme Court decision in *Brown v. Board of Education*.”⁹⁰ The historical court case determined that segregation damaged African American children’s self-esteem. Psychologists/spouses Kenneth and Mamie Clark, conducted a study where they asked African American children to choose between brown and white dolls in response to different questions about which doll was good/bad, which doll looked like them, which doll was a nicer color, etc. According to the Clarks, “a majority of children identified a brown doll as looking like them, but chose a white doll to play with, as the nice one, and as the one with a nice color.”⁹¹ The Clarks believed that their test “proved” the children had “internalized society’s racist messages” and developed lower self-esteem.

Effectively legitimating the Clarks’ research, *Brown* established a discursive link between educational achievement and self-esteem for African Americans and spurred a veritable industry of racial preference testing that continues to this day.⁹²

Kenneth Clark later admitted that the doll studies had not “actually isolated the effects of segregation on children’s self-esteem”, but social psychology textbooks continue to distort and simplify the outcome of his research.

⁸⁹ Poran, Maya A. "Denying Diversity: Perceptions of Beauty and Social Comparison Processes Among Latina, Black, and White Women". *Sex Roles*, Vol. 47, Nos. 1/2, July 2002:74.

⁹⁰ Bergner, Gwen. “Black Children, White Preference: *Brown v. Board*, the Doll Tests, and the Politics of Self-Esteem”. *American Quarterly*, Vol. 61, No. 2, June 2009:299.

⁹¹ Ibid.

⁹² Ibid.

...because it is invested both in the goal of racial equality and in its own authority in U.S. public policy, the discipline of social psychology continues to sanctify the Clarks' research and the link between racism and low black self-esteem.⁹³

The doll studies were not useless, but perhaps had more influence on public policy than they should have because factors other than racism were not considered as possible reasons for low self-esteem among African American children.

Self-esteem and low confidence are often fodder for story arcs on *ANTM*. The contestants on *ANTM* were constantly being filmed and watched by not only the judges, but the creative staff – hairdressers, makeup artists, stylists, etc. – and photographers they worked with on a regular basis. If a model seemed nervous or afraid during a challenge or photo shoot, Tyra and the rest of the judges heard about it. Frequently, models were eliminated because they lacked confidence. For example, during cycle one of *ANTM*, Giselle Samson was repeatedly told that she needed to build up her confidence. Her low confidence and low self-esteem were “problems” Giselle talked about with the other models in the house. She asked Elyse Sewell outright how she could build up “some confidence”. Elyse jokingly answered that Giselle needed to get through puberty first. What made Giselle’s lack of confidence story worthy was that she genuinely seemed to have much higher self-esteem than how she acted in front of the judges. During a photo shoot when the women were asked to add dance moves, Giselle, a former dancer, performed very well. The photographer even commented on camera about how well she moved, her high confidence and how he would book her for similar shoots. As Giselle left the shoot, she made a comment about how she had not done well. Tyra overheard her

⁹³ Bergner, Gwen. “Black Children, White Preference: *Brown v. Board*, the Doll Tests, and the Politics of Self-Esteem”. *American Quarterly*, Vol. 61, No. 2, June 2009:300.

and brought it up at that week's judging. She believed Giselle semi-pretended to lack confidence so she could fish for compliments. The judges decided to eliminate Giselle that week. It does not matter how beautiful a model is, what ethnicity she represents or how lovely her photographs are if she has low self-esteem on *ANTM*. Tyra wants women of every color to be proud of their beauty.

In fact, she often decides not to cast women who are too "Barbie-like". Yes, blonde, blue-eyed women are cast on *ANTM*, but so are Asian American, African American, Hispanic American and Iranian American women. Having a diverse cast each cycle seems important to Banks. She has been in the modeling industry since she was 17 and has observed fellow models dealing with eating disorders, etc. Yes, she wants the models on *ANTM* to be fit and look good, but she points out the models are usually a little strange looking which makes them photograph well.

American standards of beauty are influenced by multiple factors. The impossible beauty ideals that women see in the media encourage them to strive for unattainable bodies, skin, hair, etc. Surely, there are psychological issues and implications that affect how women perceive themselves. But the constant bombardment of images featuring tall, thin, very white and blonde women makes it seem like American society wants everyone to resemble this ideal. Fortunately, there are people in the U.S. who recognize this hegemonic construct and may choose to ignore and/or rebel against it.

STANDARDS OF BEAUTY IN AUSTRALIA

Australian standards of beauty are similar to those of the United States. There are, of course, differences between the two countries' preferred physical characteristics. But, the methods used by women, both in Australia and the U.S., to achieve "ideal beauty" are nearly identical. Severe dieting, over-exercising and plastic surgery are a few of the desperate methods used in both countries. And weddings drive Aussie and American women to achieve unattainable physical ideals.

Weddings are a worldwide, multi-billion dollar industry. It seems normal that brides-to-be want to look their best on their wedding days. But, achieving their best can lead some women to use extreme measures – often sacrificing their health. Popular culture can "encourage" women to try to achieve an unrealistic ideal. For example, there is a new television program *BridalPlasty* on the E! network. The brides-to-be compete in various humiliating "contests" to receive cosmetic surgery procedures. The overall winner of the show will win as much plastic surgery she wants before her special day. To some, that seems like a horrifying prospect. Why would women compete to get plastic surgery given that none of the contestants have major physical flaws?

Ivanka Prichard and Marika Tiggemann conducted a study "Pre-wedding Weight Concerns and Health and Beauty Plans of Australian Brides" to see how much women were willing, rather hoping, to change their appearance before their wedding day.⁹⁴ They discovered that through magazines, self-help books on wedding health and beauty, television programming, etc., there was an implication that brides-to-be *need* to be the

⁹⁴ Prichard, Ivanka and Tiggemann, Marika. "Pre-wedding Weight Concerns and Health and Beauty Plans of Australian Brides." *Journal of Health Psychology*, Vol. 14, 2009.

beauty ideal of “thin, tanned and toned”⁹⁵ for their special days. Losing weight is one of the primary goals of most brides – they tend to lose nine to eighteen pounds before their weddings.⁹⁶ Losing weight is not the only way brides prepare for their wedding day. Many whiten their teeth, have some sort of cosmetic procedure (surgery), have permanent body hair removal and manicures. One aspect this study highlighted was how women believed they needed to be tan to be attractive for their weddings. The authors suggested, “...the perception that tanned women are healthier and more attractive needs to be targeted.”⁹⁷ The prevalence of skin cancer in Australia (and other countries) is worrisome – it would be beneficial if popular culture addressed the downside of being tan. Prichard and Tiggemann ended their study with a concern:

What remains unknown is whether partaking in these beauty-enhancing practices and placing such a great emphasis on appearance for the *one* day actually carries lasting harm.⁹⁸

Further studies regarding “lasting harm” need to be conducted.

Brides-to-be are not the only ones seeking beauty enhancements in Australia. A study by Angle Draper “‘I’m Sorry, You Said She Was How Old?’ Youthfulness and the Fashion Model” examined articles in Australian fashion magazines to see what beauty ideal was being promoted and what “how-to-achieve this look” practices were

⁹⁵ Prichard, Ivanka and Tiggemann, Marika. “Pre-wedding Weight Concerns and Health and Beauty Plans of Australian Brides.” *Journal of Health Psychology*, Vol. 14, 2009:1028.

⁹⁶ Ibid.

⁹⁷ Prichard, Ivanka and Tiggemann, Marika. “Pre-wedding Weight Concerns and Health and Beauty Plans of Australian Brides.” *Journal of Health Psychology*, Vol. 14, 2009:1032.

⁹⁸ Prichard, Ivanka and Tiggemann, Marika. “Pre-wedding Weight Concerns and Health and Beauty Plans of Australian Brides.” *Journal of Health Psychology*, Vol. 14, 2009:1034.

suggested.⁹⁹ Draper wanted to explore, "...the way in which the fashion model manipulates her own body so as to embody an image of natural youthfulness which is prized, in Western society, as a valuable commodity."¹⁰⁰ Bodily malleability is tempting, and perhaps reassuring, to some women. They may be unhappy with how they currently look, but can easily get plastic surgery to "rectify" any trouble spots. Cosmetic surgery's popularity is rising and Australian fashion magazines frequently promote this option. A *Harper's Bazaar Australia* issue used a promotion that asserted, "if you are 'dissatisfied with your body', you can 'reshape your future' with a local cosmetic surgery clinic."¹⁰¹ *Harper's Bazaar* was not the only publication promoting such ideas. An issue of *Vogue Australia* devoted "...the back cover of their magazine to a company called 'Beauty by Design', dedicating themselves to helping individuals who were considering 'enhancing themselves.'"¹⁰²

Like in the U.S. and many modern cultures, Australian society values youth. A March 1999 issue of *Harper's Bazaar Australia* encouraged readers to "Take action against ageing."¹⁰³ Apparently, getting older is a battle women must fight. The same issue contained an advertisement for "...a brilliant new anti-wrinkle cream that "radically helps reduce the signs of ageing caused by the drying effects of UVArays and free

⁹⁹ Draper, Angle. "'I'm Sorry, You Said She Was How Old?' Youthfulness and the Fashion Model." *Social Alternatives*, Vol. 18 Issue 2, p33-37, April 1999.

¹⁰⁰ Draper, Angle. "'I'm Sorry, You Said She Was How Old?' Youthfulness and the Fashion Model." *Social Alternatives*, Vol. 18 Issue 2, p33-37, April 1999:33.

¹⁰¹ Ibid.

¹⁰² Ibid.

¹⁰³ Draper, Angle. "'I'm Sorry, You Said She Was How Old?' Youthfulness and the Fashion Model." *Social Alternatives*, Vol. 18 Issue 2, p33-37, April 1999:34.

radicals.”¹⁰⁴ Draper pointed out that the models appearing in such ads were rarely over the age of 30 – why would younger women need to be concerned about smoothing wrinkles?

Certainly, popular culture plays a role in telling women they need to look younger. Messages in the media could not be clearer about the “necessity” of looking young. Cosmetics, cosmetic surgery, anti-aging creams and lotions, foods that supposedly “stop” the aging process, etc. are advertised ad nauseam. The aforementioned issue of *Harper’s Bazaar Australia* “...finds it necessary to provide their readers with an ‘a-list’ of cosmetic surgeons in each different state of Australia and to also list the ‘Top Five Users of Collagen’ in Australia.”¹⁰⁵ It is somewhat disturbing that fashion magazines are not only advertising clothes and cosmetics to help women remain youthful-looking, but are also informing/encouraging readers to get unnecessary surgical procedures.

Draper pointed out that the women appearing in most of these ads were professional models whose job was to remain youthful. She discussed a top fashion model, Carmen Dell’ Orefice, who appeared on the cover of *Vogue* in 1947 and was still modeling at age 68 in 1998. Draper was surprised that the 1947 cover photo and a recent photo of Orefice looked similar enough that she wondered if the model had somehow achieved eternal youth. Orefice explained her “eternal youth” in a documentary called *Models Close Up*:

¹⁰⁴ Draper, Angle. “‘I’m Sorry, You Said She Was How Old?’ Youthfulness and the Fashion Model.” *Social Alternatives*, Vol. 18 Issue 2, p33-37, April 1999:34

¹⁰⁵ Ibid.

You're looking at a face full of silicone, which is now outlawed in this country temporarily, and since silicone isn't available, I'm beginning to get again the little fine lines on my upper lip, certain plains of my face, ah, certain lines that I can't build out. Only silicone does that for me. Collagen doesn't do it because collagen is absorbed by the body, it's animal matter.¹⁰⁶

It is a little sad that a woman approaching 70 felt so strongly about maintaining her youth. It makes one wonder, what ever happened to aging gracefully?

According to Draper, "The majority of fashion models use more subtle methods in the active preservation of their youthful appearance."¹⁰⁷ But the subtle methods are part of a daily routine of skin care, taking dietary supplements, exercising (including muscles in the face) and "sleep[ing] on your back to prevent sleep lines."¹⁰⁸ It is a routine that cannot be completed once a month, but must occur every day if a model hopes to remain youthful and, therefore, successful. Draper explained the "importance" of fashion models looking young. "As youthfulness is prized in Western culture, it is economically advantageous for the fashion model to maintain her 'youthful freshness' at all costs."¹⁰⁹ As expected, it all comes down to money. Young looking models make more money for clients and if they want to work for clients repeatedly, they must continue looking young.

Ngairé Donaghue and Nicole Smith conducted a study about body image (interviewing sixty Australian men and women) "Not Half Bad: Self and Others'

¹⁰⁶ Draper, Angle. "I'm Sorry, You Said She Was How Old?' Youthfulness and the Fashion Model." *Social Alternatives*, Vol. 18 Issue 2, p33-37, April 1999:35.

¹⁰⁷ Ibid.

¹⁰⁸ Draper, Angle. "I'm Sorry, You Said She Was How Old?' Youthfulness and the Fashion Model." *Social Alternatives*, Vol. 18 Issue 2, p33-37, April 1999:37.

¹⁰⁹ Ibid.

Judgements of Body Size and Attractiveness Across the Life Span”.¹¹⁰ The point of the study was to determine if people were more lenient on themselves about being attractive and thin as they age. The researchers hypothesized that older women would not concern themselves as much with body size and beauty. They found that women in their 40s and 50s still, “...aspire to the mainstream standards of beauty and are yet to shift their standards for comparison away from these increasingly unattainable ideals...”¹¹¹ This is not necessarily true of all women, but it is unfortunate that even when women know the ideal body is unattainable, they still strive for it.

Donaghue and Smith discussed the influence of popular culture on perceptions of body image:

...there is no shortage of images in magazines, on billboards, and on television of near-naked embodiments of the cultural ideals for male and female bodies.¹¹²

Yes, we are bombarded with images of ideal bodies, faces, hair, teeth, etc. Donaghue and Smith tried to draw a correlation between media images and how people perceive themselves:

...people may compare themselves to these idealized images, and even if these images are recognized as being idealized, in the absence of alternative images, they may define the standard against which people evaluate their own body size.¹¹³

¹¹⁰ Donaghue, Ngaire and Smith, Nicole. “Not Half Bad: Self and Other’s Judgements of Body Size and Attractiveness Across the Life Span.” *Sex Roles*, Vol. 58, 2008.

¹¹¹ Donaghue, Ngaire and Smith, Nicole. “Not Half Bad: Self and Other’s Judgements of Body Size and Attractiveness Across the Life Span.” *Sex Roles*, Vol. 58, 2008:880.

¹¹² Ibid.

¹¹³ Ibid.

The researchers made a strong point about how people may compare themselves to those they see in the media. They encouraged the media to start showing images of “real” people with “real” bodies:

...self-deprecating body-size judgments should not be interpreted as evidence of generalized low self-esteem or modesty, but are instead better interpreted as reflecting the lack of information about what ‘normal’ bodies look like.¹¹⁴

Sadly, body image perception will likely continue to be skewed because it is almost impossible to avoid seeing “ideal” images in the media. It is difficult to determine if a universal or international beauty ideal exists because, “studies concerning beauty almost exclusively utilize a single ‘attractive-unattractive’ rating scale, when assessing beauty is actually a multi-dimensional construct.”¹¹⁵ A thorough study that defines multiple dimensions of beauty may not currently exist. So far, it seems that women in Australia share similar struggles with wanting to achieve ideal standards of beauty with their American counterparts. And the beauty ideal of Australian women is nearly identical to that of American women.

¹¹⁴ Donaghue, Ngaire and Smith, Nicole. “Not Half Bad: Self and Other’s Judgements of Body Size and Attractiveness Across the Life Span.” *Sex Roles*, Vol. 58, 2008:881.

¹¹⁵ Bjerke, Rune and Polegato. “Cross-Cultural meanings of Healthy and Beautiful in Words, Beauty Types, and Products: Implications for International Advertising.” *Journal of Promotion Management*, Vol. 7 (1/2), 2001:119.

STANDARDS OF BEAUTY IN GREAT BRITAIN

Cosmetic surgery is popular not just in the United States and Australia. Women in Great Britain are also getting what some may consider “unnecessary” surgical procedures. Debra Gimlin conducted a study about the “...constructions of the ‘surgical other’ – that is, the woman who has cosmetic surgery with little consideration of its risks, is motivated by vanity rather than need...”¹¹⁶ by examining interviews with 80 British and American women who have had “...an aesthetic procedure.”¹¹⁷ Cosmetic surgery rates have risen over the past two decades (in Western and non-Western countries).¹¹⁸ In the U.S., the American Society of Plastic Surgeons estimated a 966% increase in cosmetic surgery procedures between 1992 and 2007.¹¹⁹ Gimlin noted that the increase of such procedures has perhaps produced the “new natural,” meaning that real women may believe that surgically enhanced women are “normal”:

In the current era, we are indeed witnessing ‘a violent process of negotiation about what is normal in the makeover environment.’¹²⁰

This negotiation takes place in multiple cultural touchstones like magazines, billboards, movies and makeover television. The framing of cosmetic surgery in the aforementioned cultural contexts asserts that such procedures are glamorous “lifestyle choices.”¹²¹ Using

¹¹⁶ Gimlin, Debra. “Imagining the Other in Cosmetic Surgery.” *Body & Society*, Vol. 16, 2010:57.

¹¹⁷ Ibid.

¹¹⁸ Ibid.

¹¹⁹ Marwick, Alice. “There’s a Beautiful Girl Under All of This: Performing Hegemonic Femininity in Reality Television.” *Critical Studies in Media Communication*, Vol. 27, No. 3, August 2010:253.

¹²⁰ Gimlin, Debra. “Imagining the Other in Cosmetic Surgery.” *Body & Society*, Vol. 16, 2010:58.

¹²¹ Ibid.

terminology like “lifestyle choices” allows advertisers to convince some women that choosing to have cosmetic surgery is a sign of their independence, freedom and strength; women should feel empowered by making such bold choices.

Gimlin found that, “British and American constructions of the surgical other are generally comparable, albeit with some minor differences...”¹²² British and American women believed that those who have a lot of cosmetic surgeries live someplace other than where they live. The British women believed “those” types of women lived in the entire United States while the American women thought they lived in California. Gimlin quoted Candice, a British woman who had liposuction, “Over here, we’re not like those American women who have loads of surgery without a second thought.”¹²³ Another British woman, Katherine, who had breast reduction surgery, said, “People are so wealthy in the States. They don’t have to worry about things... so they can have as much surgery as they want.”¹²⁴ American women had similar responses except that they seemed especially critical of “the surgical other” in Hollywood (a city instead of a country). Tammy, an American woman who had rhinoplasty and breast augmentation, said:

I’d never want to look like one of those ageing Hollywood starlets who’s gone under the knife a few too many times. I mean, like, why didn’t someone tell Michelle Pfeifer to stop!¹²⁵

Gimlin recognized that even though all of the women she interviewed have had cosmetic surgery, they tended to believe that they were somehow different from other, more

¹²² Gimlin, Debra. “Imagining the Other in Cosmetic Surgery.” *Body & Society*, Vol. 16, 2010:62.

¹²³ Ibid.

¹²⁴ Gimlin, Debra. “Imagining the Other in Cosmetic Surgery.” *Body & Society*, Vol. 16, 2010:63.

¹²⁵ Ibid.

shallow women who have too many surgical procedures. They justified their surgeries by claiming they did not care about appearance as much as “the surgical other” did. British and American women may not have the same reasons for having aesthetic enhancements, but they share similar criticism of those who have too many surgeries.

Debra Gimlin conducted an earlier study, “Accounting for Cosmetic Surgery in the USA and Great Britain: A Cross-cultural Analysis of Women’s Narratives.” She interviewed British and American women who have had surgery “...in order to examine cross-cultural variations in the form and content of their accounts.”¹²⁶ Gimlin also examined the role each country’s healthcare system played in determining how these women paid for such procedures:

...just as access to cosmetic surgery is influenced by the healthcare environment in which it is performed, any country’s healthcare system is itself the product of a particular set of historical circumstances and cultural values, such as those pertaining to individualism, citizenship, egalitarianism and morality.¹²⁷

Great Britain has a nationalized healthcare system, ensuring all members of society have access to healthcare. In the United States, cosmetic surgery is generally not covered by most medical insurance and some American women have multiple jobs to save up/pay for their surgical procedures. While the universal healthcare system in Great Britain will pay for some cosmetic surgery, the British women in Gimlin’s study generally used their own money to pay. One woman, Katherine, had this to say about paying for her breast enhancement surgery:

¹²⁶ Gimlin, Debra. “Accounting for Cosmetic Surgery in the USA and Great Britain: A Cross-cultural Analysis of Women’s Narratives.” *Body & Society*, Vol. 13, 2007:42.

¹²⁷ Gimlin, Debra. “Accounting for Cosmetic Surgery in the USA and Great Britain: A Cross-cultural Analysis of Women’s Narratives.” *Body & Society*, Vol. 13, 2007:45.

A lot of people said why didn't I... see if I could get it done on the National Health, but how can you be taking up a doctor's time when someone's got a kidney transplant or a heart problem and I'm taking up a doctor's time having a pair of breasts done. No I couldn't work like that.¹²⁸

Gimlin found that of the British women she interviewed, most paid for their plastic surgery out of their own pockets. These same women insisted that their surgeries were not for vanity, but for "medical" reasons. Great Britain's universal healthcare "...and historical conservatism in medical practice ultimately make cosmetic surgery difficult to defend."¹²⁹ She also determined that British women were more likely to conceal their surgery from friends/family than their American counterparts. The British women wanted to have plastic surgery, but were somewhat ashamed that they had done so:

I think it was purely self-indulgent which is why actually I didn't tell very many people... My eldest daughter probably six weeks ago said to me, 'Mummy are you wearing a padded bra?' and I said, 'Yes, why?' And she said, 'Well it looks like it'. You just sort of don't want anyone to know what you've done.¹³⁰

Gimlin also found that most American women had surgical procedures for "themselves" while 25% of British women in the study had such surgery to make themselves more attractive to men. Perhaps some British women were striving for a beauty ideal in hopes of finding a mate. And maybe cosmetic surgery seemed like the best attempt at this goal.

While it is important to understand the differences between how American and British women perceive cosmetic surgery, a conceptualization of British standards of beauty remains unclear. A study by Sean Redmond, "Thin White Women in Advertising:

¹²⁸ Gimlin, Debra. "Accounting for Cosmetic Surgery in the USA and Great Britain: A Cross-cultural Analysis of Women's Narratives." *Body & Society*, Vol. 13, 2007:50.

¹²⁹ Gimlin, Debra. "Accounting for Cosmetic Surgery in the USA and Great Britain: A Cross-cultural Analysis of Women's Narratives." *Body & Society*, Vol. 13, 2007:53.

¹³⁰ Gimlin, Debra. "Accounting for Cosmetic Surgery in the USA and Great Britain: A Cross-cultural Analysis of Women's Narratives." *Body & Society*, Vol. 13, 2007:54.

Deathly Corporeality” helped illustrate at least a few British beauty ideals. Redmond examined advertising in British women’s magazines to understand the frequent use of “idealized images of thin white women.”¹³¹ Redmond explained:

These lean, pure, radiant images of white women are imagined to be natural sources of light, beauty, and the entry point (with the product) to a higher state of female grace.¹³²

The study also examined how thinness is constructed in these ads and why thinness itself has become a primary trait that not only determines how others perceive women, but also how women identify themselves. Finally, the study explored, “...the life and death struggle at the heart of what it means to be a ‘good’ white woman in a patriarchal society.”¹³³

Through exploration of the advertising in British magazines, Redmond hoped to find validation for his assertion about how, “...thinness, female beautification, and skin colour (as both metaphor and literal sign system) work to both commodify and valorize white womanhood – as a beauty and moral ideal...”¹³⁴ The idea that these ads encouraged regular women to over diet to achieve an unrealistic thin ideal was also studied.

Redmond was concerned that the images of these white, very thin women were somehow destructive to female readers:

...the representation of thin white women in advertising and what I see as connected performative body projects such as anorexia, work to show idealized

¹³¹ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:170.

¹³² Ibid.

¹³³ Ibid.

¹³⁴ Ibid.

white femininity as *always* a contradictory form of representation, and as something which can manifest itself in resistant body behavior.¹³⁵

Redmond also believed that being white was *the* feminine ideal, at least according to popular culture, specifically in the magazines examined. Citing Grogan, Redmond discussed the ideal female bodies from the Middle Ages to today. Voluptuous figures were admired in the Middle Ages and continued to be aspirational until the 1920s, when cosmetic and fashion corporations began using very thin models in their advertisements. The ideal female body continued to change with nearly every decade, almost always market led. Redmond also cited Bordo who asserted that,

...the ideological positions and ‘meanings’ taken from thin and fat bodies went through an inversion at the turn of the last century: at first, thinness is associated with illness because of its link to tuberculosis (TB), while plumpness connotes wealth (when male) and fecundity and beauty (when female).¹³⁶

Now, not being thin carries a connotation of having a lack of self-control and lowered morality. Bordo argued, as an admirer of Foucault’s writing, thinness is *the* ideal of the 20th century. He observed that striving to achieve thinner bodies controls women, forcing them to work for an ideal that men supposedly admire.

Redmond used Susie Orbach’s research to reinforce Bordo’s argument:

...from the very early stages of primary socialization, young girls are taught to view their bodies as commodities in the dual sense that ideal girls’/women’s bodies are used to eroticize and humanize, and sell an enormous range of products...¹³⁷

¹³⁵ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:171.

¹³⁶ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:172-173.

¹³⁷ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:173.

Essentially, Orbach saw female bodies as being presented as “ultimate commodities” in popular culture. And this presentation as objects delegitimized women as human beings. They may have been perceived as “things” that could, and should, easily change their bodies to reach unrealistic standards.

Redmond recognized that most of the research on thinness and self-esteem has focused on white beauty ideals. Redmond’s own research confirmed that this focus is not surprising because “modern media is awash with such white female idealized images.”¹³⁸ Many of the images examined in Redmond’s research had soft, ephemeral lighting that seemed to be glowing from the body of the very thin, blonde women in the advertisements. The images appeared almost “heavenly”, making this ideal even more difficult to achieve. The women in the advertisements also had a virginal, childlike innocence about them – a testament to the purity of the thin, white ideal. When the topic of reader response and/or behavior modification was mentioned, Redmond argued that “...white women who diet to excess are engaged in a rejection of idealized white femininity.”¹³⁹ This sounds counterintuitive if Redmond’s earlier assertions are to be believed. Instead of starving their bodies in response to “the cult of (white) femininity,”¹⁴⁰ Redmond believed excess dieting was an example of “counter-hegemonic responses by white women who deliberately take the mythos of the glowing, absent white

¹³⁸ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:174.

¹³⁹ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:179.

¹⁴⁰ Ibid.

body to their logical extreme – so that they literally disappear from sight.”¹⁴¹ It is an interesting, albeit somewhat confusing assertion. It seems more likely that women over diet in response to the dominant culture, not as a way to defy it.

In the March 2002 issue of *Cosmopolitan*, 97 advertisements appeared over 364 pages.¹⁴² Only one of the advertisements used a non-white model. The rest of the ads featured beautiful, thin, white women. Or some of their body parts. A number of the ads focused on fragmented body parts (arms, legs, faces, breasts, buttocks, etc.), reinforcing Redmond’s idea that “Woman models are being systematically eroticized, fetishized and commodified...”¹⁴³

The April 2002 issue of *Bliss* contained 27 advertisements among its 122 pages.¹⁴⁴ There were four advertisements that featured black and Asian models. It is important to note that three of the four advertisements were Government-sponsored. The ads were about programs that helped the underdogs of society (programs for education, drug helplines/awareness, etc.):

The irony of this should not be lost: in the reality-based world of Government advertising, black women find themselves being represented, made visible, but only in the context of under-achievement.¹⁴⁵

¹⁴¹ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:179.

¹⁴² Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003.

¹⁴³ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:181.

¹⁴⁴ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003.

¹⁴⁵ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:182.

But black women were not featured in any of the high fashion ads – that was strictly thin, white girl domain. The white girls “are presented as the embodiments of cultural, universal beauty.”¹⁴⁶ Redmond was troubled by the images of thin, glamorous images of celebrities in such publications. Female readers may believe that glamour and thinness are closely related and “highly achievable if women beautify and learn to control their bulges.”¹⁴⁷

Redmond also believed that light (particularly the use of heavenly lighting in advertisements) fetishized women. No matter what product was being advertised, “light simultaneously falls on and emanates from the face, lips, arms, torso, and hair that is being focused upon.”¹⁴⁸ Light signified multiple desirable qualities including beauty and vitality. And white women supposedly had this light “in abundance if only they bothered to beautify.”¹⁴⁹ According to Redmond, white women were expected to apply makeup so well that it looked like they were not wearing makeup at all. White women should try to look “naturally beautiful” through the use of cosmetics. Redmond found across a wide range of advertisements for a variety of products, “blue-eyed, blonde-haired women, bathed in light, with flawless thin bodies, and faces, are found in abundance.”¹⁵⁰ An

¹⁴⁶ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:182.

¹⁴⁷ Ibid.

¹⁴⁸ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:184.

¹⁴⁹ Ibid.

¹⁵⁰ Redmond, Sean. “Thin White Women in Advertising: Deathly Corporeality.” *Journal of Consumer Culture*, Vol. 3, 2003:186.

important signifier of idealized white femininity, at least among advertisements examined, seems to be having blonde hair.

Studies that specifically addressed British standards of beauty were not found. It appears that women in the United States, Australia and Great Britain use equally destructive methods to achieve unrealistic physical attractiveness. And strong similarities in beauty ideals exist between the three countries.

METHOD

To answer the research questions for this study, I used narrative and framing analysis. I wanted to briefly touch on the standards of beauty in each country so moderate historical research was necessary. A thorough coding system will be employed.

Upon examining the second season of *ANTM*, archetypes were identified. “Modern mass media typically employ archetypes – prototypical characters – in their narratives.”¹⁵¹ I observed that *ANTM* used archetypes much like fictional television programming does. After multiple viewings of every episode of every season of *ANTM*, patterns of “model” behavior emerged and archetypes were determined. The archetypes were assigned codes:

ABG	Angry Black Woman
YNG	Young, Naïve Girl from a small town
IW	Intelligent Woman with hyper inflated sense of own intellectual aptitude
OSUW	Odd, Seemingly Unattractive Woman (by U.S. standards) with exaggerated features that photograph well
BAbNW	"Bad Ass" but Nice Woman who is tough, a little uncouth but very compassionate
BD	Barbie Doll Lookalike/Act alike
WTBS	Woman with Tragic Back Story (health issue, family history, etc.)
ERW	Extremely Religious Woman
TB	The Bitch

¹⁵¹ Faber, Michael A. and Mayer, John D. “Resonance to archetypes in media: There’s some accounting for taste.” *Journal of Research in Personality*, Vol. 43, 2009:307.

These archetypes will be compared to ones discovered in *AusNTM* and *BNTM*. What archetypes exist in these sister programs? Upon watching the second cycle of *AusNTM*, eight archetypes were added:

- CG Commercial Girl – a woman with a “cute” face, ideal for televised advertising campaigns
- TJ The Joker – a woman who loves to prank others
- UW Unstable Woman – a woman who cries seemingly constantly and falls apart during the smallest of incidents
- IG Insecure Girl – a woman who lacks confidence
- BBM Boring Blonde Mannequin – a blonde woman who exhibits very little personality and resembles many other blondes
- TPG The Party Girl – a woman who adores drinking alcohol, partying and having sexual relations with many people
- TDM The Den Mother – a woman who organizes house meetings, comforts anyone who feels stressed, frequently cleans the house and encourages other women to “take care of their own messes”
- TP The Princess – a woman who expects others to pamper her, who refuses to take part in any activities requiring chores/labor and genuinely believes she is much more beautiful than she actually is

Two additional archetypes were added after watching the second cycle of *BNTM*:

- TOL The Odd Loner – a woman who claims to be insecure, but if she is not center of attention, she wanders off by herself to sulk
- SW Sexy Woman – a woman who has unusually large breasts for a model and has difficulty masking her sex appeal; she needs to appear more high fashion and less like the models in men’s magazines

The initial viewing of the second seasons of *ANTM*, *AusNTM* and *BNTM* required coding all of the archetypes. After archetypes were identified, the second viewing required even more qualitative analysis, determining the standards of beauty of each

country as presented on *ANTM*, *AusNTM* and *BNTM* (and how they are similar to/different from each other). Further viewings were devoted to examining the hegemonic constructs of each show. Most of the above analysis required narrative and framing analysis, although initially, a somewhat quantitative analysis of frequency was conducted. How often do identified archetypes "act" like their archetype definitions? How often are certain standards of beauty mentioned or alluded to? How frequently is "the modeling/fashion world" brought up as being different from the rest of society (hence, emphasizing the hegemonic/counterhegemonic constructs of the shows)?

Standards of beauty were "discovered" during each judging session per episode. Each episode is based on a week in the model wannabes lives. During each week, the contestants are taught a modeling skill: how to walk, how to apply makeup, how to pose with other models, how to be interviewed, etc. The contestants are then given a challenge based on the week's lesson and whoever wins usually receives a spectacular prize (an expensive piece of jewelry, new clothes, extra pictures taken of them during the photo session portion of each week, etc.). The contestants are then photographed and their photographs are a huge factor determining who will be sent home that particular week.

At the end of the week, the contestants meet with the judges. Sometimes, an additional challenge is given during the judging session. Ultimately, the judges examine how the women are presenting themselves in person (for the judging session) and how they appear in photographs. It is during these judging sessions that standards of beauty are discussed at length. Viewers get to hear the judges' comments about each model when the model is still in the judging room and after she exits (when the judges

determine who is getting kicked out of the house). For example, when there have been makeup challenges, the models must wear extreme makeup in the weekly photographs. A comment often heard by the judges is, "Her face doesn't hold edgy makeup well; she's too commercial looking." The judges then discuss what makes a model too commercial (what facial features, body types, hair, etc. make someone *too* commercial).

The judges discuss whether a model is too fat or too thin, whether her upper body matches her lower body (proportionally) and whether the model looks too much like a drag queen (i.e. manly). The judges often say that it is the odd qualities each contestant possesses that make her a potentially good model. Big eyes, high cheekbones, creamy skin, long limbs are certainly traits that many Americans admire. But on *ANTM*, the model the judges may like the most often has HUGE eyes, quirky facial features, and a slim but interesting body type. Every week during the judging session, standards of beauty are discussed (although the judges never refer to "standards of beauty"). This is true on the British and Australian versions as well.

Examining hegemonic constructs will be a bit trickier. The judging sessions certainly add to analysis of these constructs but the entire episode (and the entire season) must be evaluated to determine what hegemony exists on the show. By paying close attention to the entire episode, including the all-important judging session, I hoped to determine what hegemonic/counterhegemonic constructs *ANTM* has created. Using framing analysis also helped determine these created constructs. According to Robert M. Entman:

To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem

definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.¹⁵²

In a way, the entirety of *ANTM* is one giant frame – because editors must shrink 168 hours of footage to one hour of programming, they are highlighting, or *framing*, what they think is important. Moral evaluation often occurs during each episode of *ANTM*. One moral judgment that permeates several episodes nearly every season of *ANTM* is how homophobic model contestants are framed. They are framed as being ignorant, uncaring and close-minded. The models who do not have issues with homosexuality are framed as being educated, loving and open-minded. The topic of homosexuality is not always portrayed this way in other programming, suggesting that *ANTM* may use multiple frames that seem to suggest counterhegemonic ideology.

Through this exploration, I hoped to discover how people in three different parts of the world perceive "beautiful" women, the standards of beauty in each country and what types of hegemony exists in each version of the show.

¹⁵² Entman, Robert M. "Framing: Toward Clarification of a Fractured Paradigm." *Journal of Communication*, Vol. 43(4), Autumn 1993:52.

AMERICA'S NEXT TOP MODEL FINDINGS

In each episode of *ANTM*, examples of archetype/archetype behavior and the judges' assessment of each woman's beauty are present. For the findings portion of this research, one or more archetypes will be examined per episode.

Having seen every episode of *ANTM* multiple times, it became apparent that certain types of women were cast each cycle. Rather, certain archetypes of women were cast. Not every archetype identified is present each cycle, but many archetypes are present most cycles. The following is a list of the women who were cast for cycle 2 including where they're from and what archetype they may be.

- Catie Anderson was 18, from Willmar, MN and was a YNG (a Young, Naïve Girl – usually from a small town).
- Heather Blumberg was 18, from Moreno Valley, CA and was also a YNG.
- Anna Bradfield was 24, from Lagrange, GA and was two archetypes – YM and ERW (Young Mother and an Extremely Religious Woman).
- Jenascia Chakos was 21, from Burien, WA and was difficult to define as an archetype. She could be a BAbNW (“Bad Ass” but Nice Woman who is tough, a little uncouth but very compassionate).
- Xiomara Frans was 25, from Morganville, NJ and was an OSUW (Odd Seemingly Unattractive Woman (by U.S. Standards) with exaggerated features that photograph well).
- Bethany Harrison was 22, from Houston, TX and was a BDLA (Barbie Doll Lookalike/Act alike).

- Yoanna House was 23, from Jacksonville, FL and was almost a WTBS (Woman with Tragic Back Story usually dealing with health issue, family problems, etc.). Yoanna did not fit under the other archetypes selected, but she did lose 50 pounds in order to be fit for competition.
- Camille McDonald was 25, from Mamaroneck, NY and was undeniably TB (The Bitch – and Camille really was, well, a bitch throughout the entire competition).
- Sara Racey-Tabrizi was 22, from Seattle, WA and was a WTBS (her Iranian father despised models and considered them to be the equivalent of prostitutes).
- Mercedes Scelba-Shorte was 22, from Valencia, CA and was a WTBS (she had lupus).
- Shandi Sullivan was 21, from Kansas City, MO and was two archetypes – OSUW and WTBS (she is tall, thin, a little nerdy looking and is considered the black sheep of her family).
- April Wilkner was 23, from Miami Beach, FL and was almost an IW (Intelligent Woman with hyper inflated sense of own intellectual aptitude).¹⁵³

Cycle 2, Episode 1

Before addressing the findings in *ANTM*, it is important to identify a few things: the prizes for which the women competed, what the models were judged on and who the main judges were this cycle. The women competed for a contract with IMG Models, a multi-page spread in *Jane* magazine and a contract with Sephora cosmetics. The models were judged on: having natural talent, having potential, having a great personality, having the ability to be versatile in the fashion industry and their performance in photo

¹⁵³ “The Girl Who Overslept.” *America’s Next Top Model*. Host Tyra Banks. UPN. 13 Jan. 2004. Television.

shoots. The regular judges this cycle were Tyra Banks, Nigel Barker (former model and current fashion photographer), Janice Dickinson (the world's first supermodel) and Eric Nicholson (senior fashion editor at *Jane* magazine). There were guest judges for most episodes as well.¹⁵⁴

For the first episode, the archetypes explored were The Bitch and Young Mother. The Bitch archetype is noteworthy for several reasons. The women who personify The Bitch often last longer in the competition despite possibly not having the best photographs or personality. It makes one suspect that producers/judges keep some models simply for ratings. This is sensible because The Bitch creates conflict and aggression – two attributes that can result in successful ratings. A number of women with The Bitch archetype made it quite far in the competition despite having somewhat obvious shortcomings.

For example, Cycle 3's Eva Pigford actually won *ANTM* and had been considered a bitch by Tyra since early auditions (opinions about Eva and Eva's attitude changed). Cycle 5's Bre Scullark landed in third place despite the Redbull/granola bar incident (Bre believed a fellow model stole her granola bars and without proof, Bre emptied the model's Redbulls). During Cycle 6, Jade Rodan made it to the final three regardless of her negative attitude toward other models and backtalking the judges during eliminations. Cycle 7's Melrose Bickerstaff came in second (and even commented during her exit interview that she was called a bitch throughout the entire cycle). Cycle 8's Renee DeWitt came in third despite her near constant haranguing of plus size competitors.

¹⁵⁴ "The Girl Who Overslept." *America's Next Top Model*. Host Tyra Banks. UPN. 13 Jan. 2004. Television.

Cycle 9's Bianca Golden made it to fourth place even though she was manipulative with other contestants, including a model dealing with having Asperger's. Cycle 10's Fatima Siad reached third place despite constant snippy comments about other models. Cycle 13's Erin Wagner made it to third or fourth place (unclear if she came in third or fourth because when there were four women left, there was a double elimination). And Cycle 14's Angelea Preston also made it to third or fourth place (again unclear because of double elimination) while relishing her role in the house as The Bitch. Angelea was proud of potentially hurting the feelings of other models. The Bitch of Cycle 2, Camille, landed in fifth place despite her negative attitude and overconfidence.

At the beginning of the first episode of cycle 2, "The Girl Who Overslept" Tyra referred to the twelve women who were cast as the following: "a beautiful mix of styles, ethnicities, and figures. From edgy to waif, from plus-size to petite."¹⁵⁵ It is important to Tyra to constantly be embracing and showcasing diversity on *ANTM*. She generally succeeds at casting diverse women per cycle.

Also at the beginning of "The Girl Who Overslept", a bus was picking up the cast members on different corners in New York City. As the bus picked up the models, Bethany noted that she thought Camille was going to be a problem. And Sara, in her private interview, said the same thing. Right away they were reticent about Camille's presence. She was immediately being perceived as a bitch.

The bus took the models to some sort of military ship where they found out they were doing a fashion show. They were not going to be living on the ship – they were

¹⁵⁵ "The Girl Who Overslept." *America's Next Top Model*. Host Tyra Banks. UPN. 13 Jan. 2004. Television.

going to live somewhere else. When the girls arrived at their new home, they discussed where everyone was going to sleep, saying they should switch up, alternate so someone did not always have to sleep on the pullout bed, which was apparently uncomfortable. Camille said, “I don’t want to sleep on the sleepout because the mattress is really thin and it hurts your back. It’s just, whatever, I can’t do it.”¹⁵⁶ Camille exhibited Bitch behavior early on. It is difficult to portray how she sounded when she talked about not wanting to sleep on the thin mattress bed, but her tone was, well, bitchy. Sara told the camera later, “I sit back and I was just thinking, I’m going to be living with a bunch of high-maintenance drama queens. ‘Cuz that’s what girls are: high maintenance drama queens.”¹⁵⁷

The next evening, the models had dinner at the Tavern on the Green. Camille was very impressed they went to such a famous restaurant. The models noted that they were out of toilet paper so Yoanna went to steal toilet paper from the restaurant bathroom. Camille was horrified, “You don’t go to a very classy, expensive restaurant and steal toilet paper. It’s embarrassing.”¹⁵⁸ Camille went on to criticize the models about how they were eating, etc. She said maybe she was just more educated than the other girls. Camille sat at the table after everybody left and asked someone to “get her coat, please.” Again, it is difficult to convey how snotty a tone Camille used when she said *anything*.

The Young Mother is being examined briefly during this episode because Anna did not last past the first episode. Back at the house, the women really seemed to admire

¹⁵⁶ “The Girl Who Overslept.” *America’s Next Top Model*. Host Tyra Banks. UPN. 13 Jan. 2004. Television.

¹⁵⁷ Ibid.

¹⁵⁸ Ibid.

Anna for being a young mother and wife. Catie, in particular, admired her and Xiomara went up to Anna and said, “I really admire you for all that you do and what you’re doing now...”¹⁵⁹

For the first photo shoot, the models were covered in jewels and body paint. They were otherwise nude. Some of the women were quite anxious about doing a nude shoot. Others were not. Xiomara said, “Nude is great. I’m all about it. Come on!”¹⁶⁰ Anna did not want to take part in the nude photo shoot. It just did not feel right to her, having people painting her chest or her “lady parts”. She did not feel comfortable with that because the only person who should see those parts of her body is her husband.

During judging, Eric Nicholson observed this about Camille, “Maybe she’s a little bit too cocky, maybe she believes in this a little too much.” He seemed to be implying that she fully believed she was the best model and was going to win and was, perhaps, too overconfident.

Because Anna did not take part in the week’s photo shoot, she was eliminated at judging. Other Young Mothers made it further in other cycles of *ANTM*. Cycle 3’s Amanda Swafford almost made it to the final two, finishing in third place. Cycle 8 had three Young Mothers: Dionne Alexander came in fourth, Renee DeWitt came in third and Natasha Galkina almost won, placing second. More Young Mothers appeared on later cycles of *ANTM* and did not place high, but they lasted longer than Anna this cycle. Ashley Weisz, a.k.a. Rae, of cycle 13 was a Young Mother. Cycle 14 had three Young

¹⁵⁹ “The Girl Who Overslept.” *America’s Next Top Model*. Host Tyra Banks. UPN. 13 Jan. 2004. Television.

¹⁶⁰ Ibid.

Mothers: Brenda Arens, Anslee Payne-Franklin and Jessica Serfaty who all lasted longer in the competition than Anna of cycle 2.

Cycle 2, Episode 2

For this episode, the archetypes of Barbie Doll Lookalike/Actalike and The Bitch were examined. The archetype of The Bitch was present in many episodes because she continued to aggravate her competition. At the beginning of the second episode of cycle 2, “The Girl Who Floats Like a Butterfly and Stings Like a Bee”, two models had comments about Camille. Bethany said, “Camille? Where do you start with this one? She is pretty high maintenance. She says she’s not, but she is.”¹⁶¹ Yoanna said, “I don’t know where Camille comes from. I really don’t like Camille.” Dealing with Camille “is the most exhausting experience” Yoanna’s ever encountered.¹⁶²

The women had to go to the gym to work with a trainer. He took their measurements (height and weight) to have a baseline (where did they start weight-wise and where did they end up at end of cycle?). The producers did not show everyone’s height and weight, which seemed odd. A lot of the models felt bad for Yoanna when her measurements were stated out loud. She was 5’11” and weighed 138 pounds. That is very thin for that height but because she was not perfectly toned around her abdomen, Yoanna felt “fatter” than the other women. It is interesting to note that the other women in the house felt concern for Yoanna since she weighed the most. Bethany, who was three inches shorter than Yoanna at 5’8” and weighed a mere six pounds lighter than

¹⁶¹ “The Girl Who Floats Like a Butterfly and Stings Like a Bee.” *America’s Next Top Model*. Host Tyra Banks. UPN. 20 Jan. 2004. Television.

¹⁶² Ibid.

Yoanna at 132 pounds, was not even worth mentioning (it was not mentioned at all in this entire episode – perhaps there were comments about Bethany’s weight that were edited out in production, but it seems doubtful).

Next, the women learned to walk on the runway from J. Alexander, who is often referred to as the “Runway Diva Extraordinaire” and “Miss J.” He is highly respected in the modeling industry and has taught many models, including Tyra Banks, how to walk “fierce”. Similar to the measurements, only a few of the models’ walks received verbal evaluation from Miss J. He thought Shandi was always looking at her feet and Jenascia needed to walk “taller”. He felt April had a timid way of walking and Yoanna had a “useless walk”. He actually called Yoanna’s walk “...about as useless as a flashlight with no batteries in the dark.”¹⁶³ He said Camille needed to clean up her walk and that Catie’s walk proved she could be a model.

Yoanna said that she’s learning about competition and realizing she can compete but not in a mean or aggressive way. Camille kept saying that she thinks Yoanna has issues with her because Camille is so comfortable in her skin and Yoanna probably wishes that she felt that way. As a viewer, it did not seem like Yoanna disliked Camille because she thought Camille was a strong competitor. It seems more likely that Yoanna just did not like Camille’s somewhat diva attitude. Yoanna and Camille had an argument during this episode which led Sara to call their arguing “so high school”. Throughout their argument, Camille was again acting like The Bitch.

¹⁶³ “The Girl Who Floats Like a Butterfly and Stings Like a Bee.” *America’s Next Top Model*. Host Tyra Banks. UPN. 20 Jan. 2004. Television.

The women met a fashion designer to test their walking lessons. Carmen Marc Valvo was the fashion designer – Yoanna was familiar with his work and loved his details. They had a walking competition. Carmen liked Catie and Bethany’s walks. According to Carmen, Yoanna needed to gain confidence in her walk. Carmen felt Camille was a little aggressive when she walked. Catie won the walking contest and was invited to attend Carmen’s cocktail party. She got to choose two friends to go with her. She chose Mercedes and Camille.

Young, naïve Catie admired Camille’s confidence, which encouraged her to invite Camille to the cocktail party. Catie did not realize that everyone else disliked Camille. As the three women dressed up for the cocktail party, Camille discussed her argument with Yoanna with Catie. Camille said, “Don’t try to play me. You have better luck playing the Lotto and that’s just like one in a billion.”¹⁶⁴ Apparently, if someone takes on Camille, he/she has a better chance of winning the lottery than of beating Camille. She sounded quite arrogant when she said this.

A house meeting was called. Catie was alerted that Camille might take over at the cocktail party, which was an event *Catie* won. During the house meeting, Camille said, “Everyone has issues and problems about my character and personality.”¹⁶⁵ She then said, “Whoever wants to start talking about Camille, go ahead.”¹⁶⁶ Camille wanted to know where that anger was coming from because she did not have anger towards anyone

¹⁶⁴ “The Girl Who Floats Like a Butterfly and Stings Like a Bee.” *America’s Next Top Model*. Host Tyra Banks. UPN. 20 Jan. 2004. Television.

¹⁶⁵ Ibid.

¹⁶⁶ Ibid.

so where was it all coming from? It appeared that all of the other models in the house were angry with Camille.

Tyra came to the model house the next day to speak with the women one-on-one. Only a few one-on-one meetings were aired during the episode, which again seems oddly edited. During Camille's one-on-one with Tyra, she talked about Yoanna having problems with her, accused Yoanna of telling other people about her and Camille thinks *that's* why other people had problems with her. To be fair, it seems more likely that the women in the house had problems with Camille because she was unpleasant.

At the next photo shoot, the women met Jay Manual (Mr. Jay), Tyra's personal makeup artist. Tyra said that Jay doesn't just do makeup – he does a lot more. Jay told the women that he would be the art director for all of their photo shoots. For this photo shoot, the models would not have a makeup artist, hairstylist or wardrobe stylist. They had to create their look for the images they were going to take. After the models did their own hair, makeup and fashion styling, they took photos and had to choose the photo they thought should be used at judging. Mercedes styled herself to look tough and cute. Jay said Yoanna knew how to move and he talked to the photographer about Yoanna's bone structure and they both felt, "It's just beautiful, it's amazing!"¹⁶⁷ Jay thought Shandi could benefit from a makeup lesson.

The women received Tyra Mail (notification of what the models would be doing in upcoming days). There was going to be an elimination at judging the next day so Yoanna practiced her walking. She felt that she was not going to let Camille win and that

¹⁶⁷ "The Girl Who Floats Like a Butterfly and Stings Like a Bee." *America's Next Top Model*. Host Tyra Banks. UPN. 20 Jan. 2004. Television.

was what was keeping her in the competition. For elimination, the models had to put on slip dresses and high heels and walk for the judges in addition to looking at their photograph. Miss J. was the guest judge. Regarding Camille's test walk during elimination, Miss J. said, "Float like a butterfly, sting like a damn bee."¹⁶⁸ Tyra said she (Tyra) was a drag queen in a woman's body and she saw that in Camille, too. Being called a drag queen in a woman's body is apparently a compliment from Tyra. Tyra called Yoanna's walk an A+.

During the judging session when the models were not in the room, Janice said she thought Mercedes was the epitome of "Mo-dell" (spelled almost phonetically because that was how Janice pronounced it). The judges thought Shandi's walk was dreadful. They also thought Yoanna was kind of "clompy" and they worried about whether she had any sex appeal (not all of the judges thought Yoanna's walk was "clompy" – Tyra loved it). They thought April was amazing and they thought her body was incredible. All they said about Camille was that she should stay in the competition. Eric said he saw Nickelodeon in Heather's photograph (indicating that she looked very young, almost too young) and that it looked like she was sitting on a toilet. The judges were not sure if the fashion girl was inside of Bethany. They thought she needed to cut her hair, maybe lose some weight, etc. Her body, hair and face reminded them of Barbie, not a fashion model. Bethany was also fairly busty compared to the other women and an ample chest is generally not appreciated in high fashion. Of Sara's photo, Eric exclaimed, "Brooke

¹⁶⁸ "The Girl Who Floats Like a Butterfly and Stings Like a Bee." *America's Next Top Model*. Host Tyra Banks. UPN. 20 Jan. 2004. Television.

Shields/Calvin Klein/1980!”¹⁶⁹ which was a compliment. Tyra loved Mercedes walk. Miss J. thought Xiomara’s eyes were bugged out when she walked.

Yoanna’s name was called second and Tyra complimented her, “The woman in front of me looks edgy and confident, all good traits you clearly want in this competition.”¹⁷⁰ Bethany and Shandi were in the bottom two. Before telling them who would be eliminated, Tyra told Bethany, “You need to pose differently because you have a curvier body, but your poses for this week’s photo shoot were a little pin-up and not high fashion.”¹⁷¹ She told Shandi, “Your picture was gorgeous, but your runway walk, I’ve never seen a runway walk that bad in my life.”¹⁷² She told Shandi that the judges were not sure if she would ever be able to walk like a top model. Bethany was eliminated (most likely for not having a “model’s body”). Shandi was kept in the competition because her tall, awkward thinness and somewhat gawky features felt more high fashion than Bethany. As she left, Bethany asserted that she had more talent than at least half of the women left in the house and this was something she really wanted and was disappointed.

Cycle 2, Episode 3

For this episode, the archetype of Young Naïve Girl was studied. The presence of the Young Naïve Girl (usually from a small town) creates intriguing storylines. These young women can personify the ideal of the American Dream – coming from a small

¹⁶⁹ “The Girl Who Floats Like a Butterfly and Stings Like a Bee.” *America’s Next Top Model*. Host Tyra Banks. UPN. 20 Jan. 2004. Television.

¹⁷⁰ “The Girl Who Floats Like a Butterfly and Stings Like a Bee.” *America’s Next Top Model*. Host Tyra Banks. UPN. 20 Jan. 2004. Television.

¹⁷¹ Ibid.

¹⁷² Ibid.

non-fashion community sets the women up as outsiders trying to break in to an industry that has remained unattainable to them. Catie and Heather personified this archetype. Heather was upset this episode because she felt everyone was being very sociable, but not sociable with her (“sociable” was her word choice). She did not understand why they were not being sociable with her. She called her mother and essentially told her that she felt like she was living in hell. She seemed lonely and it felt like it was difficult for her to be away from home.

The women were excited this episode because it was makeover day. Catie said that she did not care what they did with her hair. Heather was upset because the plan was only to make her a little blonder (no big change). Everyone else was getting a totally different look, in her opinion, and she was only receiving highlights, which made her mad. Catie was upset about the haircut she was given. It was very, very short and very blonde and she wanted the judges/hairstylists to help her understand *why* they decided to give her such a short haircut. Yoanna said, “You know, Catie’s only 18 so sometimes she acts a little more sophomoric than the rest of us.”¹⁷³ Jenascia was talking about Catie and said that Catie came across as this sweet, innocent, little girl. But Catie also told Jenascia that she could cry at the drop of a hat.

Catie called her boyfriend and she told him he would be shocked when he saw her hair. He said, “Don’t tell me they cut it really short, like a boy.”¹⁷⁴ She started crying

¹⁷³ “The Girl Who Can Cry at the Drop of a Hat.” *America’s Next Top Model*. Host Tyra Banks. UPN. 27 Jan. 2004. Television.

¹⁷⁴ Ibid.

and then he said, “Well, don’t start cryin’. I mean if it needed to be done, it needed to be done. They’re doing it to help you move forward.”¹⁷⁵

Yoanna noticed that Heather was just eating pickles for lunch and Yoanna did not want her to get sick so she tried to get her to eat some protein. She shared her lunch and Heather really responded to that. She thought Yoanna was really nice and the only one in the house who cared for her.

The women had a makeup contest – they had to apply makeup and were judged by Jay Manuel. Yoanna won the makeup contest and got to choose other models to share her prize (she got to have dinner that was prepared by the other models and there were going to be three mystery guests). Heather was very hurt that Yoanna did not choose her to be one of the guests at the dinner. Heather felt that not being chosen by Yoanna proved she could not count on anyone in this contest.

Heather was still very upset about having to serve dinner to Yoanna. She and Catie went outside to bond. Heather believed Catie understood her and it made her feel good that someone else felt the same way she did.

The women received a Tyra Mail about the photo shoot and it said they were going to be dealing with a fear. Catie had said she thinks fear is a big waste of time and emotion. Catie’s biggest fear in life was falling to her death and they were taking photos in a warehouse where they were suspended high above the ground. Catie felt queasy and she said she wished her father was there. Xiomara volunteered to go before Catie so Catie could be the last one to get her picture taken (Xiomara did this because Catie was

¹⁷⁵ “The Girl Who Can Cry at the Drop of a Hat.” *America’s Next Top Model*. Host Tyra Banks. UPN. 27 Jan. 2004. Television.

so scared). Xiomara was also afraid of heights but she was not going to show it because she did not want to frighten Catie and she was trying to help Catie. Xiomara noted that she was not getting much attention from Jay while her photos were being taken because he was trying to encourage Catie to go next. Essentially, Xiomara kind of worked the photo shoot on her own. Catie cried and said, “I was thinking to myself, I have to suck it up and do this and get it over with.”¹⁷⁶ Heather went to hug Catie afterwards and said, when talking directly to the camera, that she was proud of herself and even more proud of Catie for doing it.

At judging the next day, it was revealed that the guest judge was Jay Manuel. There was a makeup challenge at the judging where they women had to use makeup to embody certain looks: goth, futuristic, 80s punk, etc. Xiomara’s picture did not turn out well and she said, “I didn’t have much guidance.”¹⁷⁷ Catie semi-copped an attitude and said that Jay was not talking to her during Xiomara’s photoshoot, that he was clearly directing Xiomara. But, the footage from the episode proved that he was not directing Xiomara and was instead comforting Catie and trying to get her ready to do the shoot since she was afraid of heights.

After the judging, before the judges made their decisions, Catie felt kind of weak and faint and she began crying. Xiomara was not buying it because when Catie came out and said, “No no no no no. That’s not what happened. Jay was not talking to me when

¹⁷⁶ “The Girl Who Can Cry at the Drop of a Hat.” *America’s Next Top Model*. Host Tyra Banks. UPN. 27 Jan. 2004. Television.

¹⁷⁷ Ibid.

Xiomara was getting shot and...”¹⁷⁸ So, Catie started crying and having a “fainting spell.” During judging, Janice said, “Catie’s having meltdowns at every opportunity.”¹⁷⁹

The elimination for this episode was between Xiomara and Heather. Xiomara thought she would be eliminated and was shocked when it was Heather who was sent home. Heather was stunned, shocked and said she knew she was a lot prettier than a lot of those girls still standing up there. Heather said she was going to continue trying to model and was not going to let this drag her down. She said, “One man’s trash is another man’s treasure. Well, here, I guess I’m trash, but someone else will discover me.”¹⁸⁰

Cycle 2, Episode 4

For this episode, The Bitch, The Woman with a Tragic Back Story and The Odd Seemingly Unattractive Woman were examined. The Bitch is being examined again because her presence is felt in nearly every episode. For example, at the beginning of this episode, the women had to work out with Martin, their personal trainer. They were going to box and were supposed to leave at 8:30am. Camille was slow to get to the elevator so they left without her. Upon realizing her housemates had left, Camille said, “You know, I’ve always held the elevator for people.”¹⁸¹ It is fairly impossible to determine if what Camille said about holding elevators for others was true. Camille went on to say that this was not a sorority, she is not trying to be friends with anyone; it’s a competition and she’s here to win.

¹⁷⁸ “The Girl Who Can Cry at the Drop of a Hat.” *America’s Next Top Model*. Host Tyra Banks. UPN. 27 Jan. 2004. Television.

¹⁷⁹ Ibid.

¹⁸⁰ Ibid.

¹⁸¹ “The Girl Who Needs Six Months of Modeling School.” *America’s Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

When they were working out, Martin had a contest for them where they had to see who could box the longest and the hardest. It was down to April and Camille and everyone cheered for April because nobody seemed to like Camille. Camille noticed that everyone was shouting for April and no one was shouting for her. The boxing match was a draw so April and Camille were having a contest of doing pushups. April won and Camille said she realized that not everyone was “down” with her. But Camille was “doing it for her and not anyone else.”¹⁸²

Also this episode, Camille borrowed Xiomara’s jewelry. Camille said, “The earrings that she gave me, the jewelry that she gave me didn’t go with that pretty pink dress so I took them and put them on the counter in the bathroom.”¹⁸³ Xiomara noticed that her earring was broken and she told Camille. Camille said, “When it was over, Xiomara comes up to me and tells me like, ‘Camille you broke my earring.’ I’m like, ‘Oh shit.’ This is all I frickin’ need right now.”¹⁸⁴ Camille told Xiomara her friend is a jewelry designer. “It can be fixed. I’ll fix it for you.” Xiomara said, “You gave it to me broken and didn’t tell me. Why would you just not tell me? Say ‘I broke your earrings I’m going to fix them?’” Camille said, “Okay.” Camille spoke directly to camera, “So now I have to fix this girl’s earring. Which I was just, like ‘Ah!’”¹⁸⁵ Camille acted like The Bitch later in the episode, which will be touched on later.

¹⁸² “The Girl Who Needs Six Months of Modeling School.” *America’s Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

¹⁸³ Ibid.

¹⁸⁴ Ibid.

¹⁸⁵ Ibid.

It was during the fourth episode of this cycle when everyone, including the audience, found out that Mercedes had lupus (a fine example of The Woman with the Tragic Back Story). Toward the beginning of this episode, Mercedes said that her hair had been falling out because of the medication she took every day for her lupus. Mercedes said it was best to keep it a secret,

I don't want to talk about it. My whole fear of having lupus is that people are going to judge me and think that I'm not going to be able to do the work. That they don't want to hire you because you're going to be too tired. 'You're going to be sleeping on the job.' I want to push as hard as I can to get this.¹⁸⁶

Mercedes called her mother and told her that her hair continued to fall out. The competition created a lot of stress and when someone has lupus, stress needs to be avoided. She told her mother, "My hair is coming out and I'm really scared. I'm going to just keep trying, pushing myself because you know, it's not that bad with lupus. I'm living. I'm okay. I get tired occasionally. I'm going to do what I can to make it to the top."¹⁸⁷

During that week's photo shoot, Mercedes said, "Okay, I'm really sick. I just feel like I'm going to faint. I'm really tired, but I'm trying to hide it."¹⁸⁸ She went on to say, "This photo shoot's so important to me because my second and third were iffy." The photographer said, "Mercedes seemed nervous. I detected she was even shaking just a bit. Just a little bit." Mercedes said, "I pray to God, every time I ask him to put a little oomph in for me." At judging, Mercedes was the first name called and Tyra said, "Lately

¹⁸⁶ "The Girl Who Needs Six Months of Modeling School." *America's Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

¹⁸⁷ Ibid.

¹⁸⁸ Ibid.

I've seen your energy is not the same as it used to be, but I would love to see the bubbly personality come back."¹⁸⁹

Earlier in the episode, the women received a Tyra-Mail explaining that they're supposed to wear what expresses who they are and where they are going . Simon Doonan, the creative director for Barneys New York, was going to critique the clothes the girls were wearing (judging if what they wore truly expressed who they were). Doonan was a proud gay man who, according to Tyra, was single-handedly responsible for making window dressing an art form. He is very well respected in the fashion industry.

Shandi and Xiomara were examples of the Odd Seemingly Unattractive Woman. Shandi was tall and thin with birdlike features. If someone passed Shandi on the street, they likely would not take a second look. But if she's wearing the right clothes and the most flattering makeup, Shandi becomes beautiful in front of the camera. Xiomara was also tall and had a face full of dominant features. Her chin was "heavy" according to the judges, but when she was dressed well and used the right makeup, she, too, was gorgeous for the camera. Tyra and Doonan talked about Shandi and Shandi said, "I love old movies so if anything looks kind of vintage to me, I like to wear it." Doonan said to Shandi, "When I saw you, I thought, 'Here's a girl who's got her own thing going on.'" Tyra said, "It looks good, but you're so covered, you might want to show a little more skin."¹⁹⁰ Regarding Xiomara's style, Doonan said, "It's good. I dig these hoop earrings.

¹⁸⁹ "The Girl Who Needs Six Months of Modeling School." *America's Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

¹⁹⁰ Ibid.

I think you've figured out a look that you're owning. "¹⁹¹ Tyra liked that there was some sexiness here and there, but covered elsewhere. Tyra admired Xiomara's outfit's nice balance.

The women received a Tyra Mail that says, "Get ready for a wacky day with the wildest designer in New York."¹⁹² The women went to meet Betsey Johnson and discuss personal style. Betsey said, "Personal style is trying to figure out who you are and being that. It ain't easy."¹⁹³ The women had a challenge. They had to show in clothes that emphasized their own style. Betsey said, "It has nothing to do with hair, make-up, clothes, shoes. It has to do with the person."¹⁹⁴ Basically, Betsey wanted the women to understand that if they're confident about what they're wearing, their personal style will be respected and admired. When Betsey analyzed Xiomara, she felt there was a tiny bit of confusion. She told Xiomara, "You're trying to be glamorous. I'd say the hip-hop style is more you." When analyzing Shandi's outfit, Betsey said, "Don't try to be the sex pot that the other girls are doing. Your strength is that you're not that."¹⁹⁵

Betsey had to decide who won the personal style competition – the prize was getting to go out for a spectacular dinner in New York City with a "fabulous" guest. She chose Shandi as the winner. Shandi said she's never going back to Walgreens (where she worked before entering this competition). When Shandi won, the other women in the house released a collective "Awwww, Shandi!" It sounded a little patronizing. Shandi

¹⁹¹ "The Girl Who Needs Six Months of Modeling School." *America's Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

¹⁹² Ibid.

¹⁹³ Ibid.

¹⁹⁴ Ibid.

¹⁹⁵ Ibid.

noticed and said, ““I get that a lot from the girls.”¹⁹⁶ The other women seemed genuinely pleased for Shandi when she won a challenge or took a great photograph, largely because Shandi was the black sheep of her family and the average person on the street would not recognize her modeling potential. Shandi chose Xiomara and Yoanna to accompany her to her winning dinner.

The mystery guest for the dinner was Adrienne Curry, the winner of *ANTM*'s first cycle. They dined in a French restaurant on the Upper East Side and were seated in the VIP room. Adrienne asked the women, “Who do you want to be eliminated next?” All three women said, “Camille, Camille, Camille.”¹⁹⁷

For the photo shoot the next day, Jay Manuel told the women, “You know as a top model you have to take on the persona of someone else. So today, we’re going to turn you girls into some of the world’s most famous celebrities.”¹⁹⁸ Xiomara was not happy with who they wanted her to be in the photo, “Did you just tell me I’m going to be made over as Grace Jones? I don’t feel like I look like her. Is this what’s happening to me? Why? All these thoughts are coming into my head. This is not going to be good.”¹⁹⁹ Tyra took Xiomara aside and told her, “Grace represents a fashion icon. That’s someone Janice used to work with, know what I mean? And you’re going to have the biggest

¹⁹⁶ “The Girl Who Needs Six Months of Modeling School.” *America’s Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

¹⁹⁷ Ibid.

¹⁹⁸ Ibid.

¹⁹⁹ Ibid.

transformation because you don't look like her."²⁰⁰ Shandi was styled to look like Nicole Kidman – she was very flattered that she got to embody such a beautiful movie star.

During judging the next day, the women wore black dresses and were given an array of accessories to choose from. They were supposed to dress as if they were going out on the town in New York and were judged on the accessories they chose. Betsey Johnson was the guest judge. Shandi wrapped a scarf around her waist to add a little texture to the dress. Janice said, "I always think that when models tie things around their waists, they're just hiding a large ass."²⁰¹ The judges helped Shandi change her accessories a bit and she looked much better. They looked at her Nicole Kidman photograph and Nigel said, "you've nailed who you're meant to be, but it looks a little stiff."²⁰²

Xiomara said of the accessories she chose, "I wanted to think 70's with the head scarf because I like Mary Tyler Moore."²⁰³ Eric said, "You're more Guns N Roses, not Mary Tyler Moore."²⁰⁴ She removed the earrings and the bag and the judges tried to figure out whom she looked like. They decided she looked like "Gypsy" and Xiomara said, "That's totally my style. Thank you."²⁰⁵ Her Grace Jones photograph popped up on the screen and Janice was very excited. Eric said, "You look like a Nubian space

²⁰⁰ "The Girl Who Needs Six Months of Modeling School." *America's Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

²⁰¹ Ibid.

²⁰² Ibid.

²⁰³ Ibid.

²⁰⁴ Ibid.

²⁰⁵ Ibid.

goddess.” Tyra said, “I gave this to you because I knew you could handle it.” And Nigel said, “Grace would be proud.”²⁰⁶

Returning to The Bitch... Camille explained her accessory choices, “I decided to use the silver chain and the ring and the purse because of the shape. There’s a circle on it.”²⁰⁷ Eric said, “You’d show a little more confidence if you just said, ‘I chose this because I loved it.’”²⁰⁸ Camille responded, “A lot of thought went into this. Even all the circles.”²⁰⁹ Eric said, “All I’m saying, don’t make it brain surgery.”²¹⁰ Camille retorted, “I understand, but I want to be right.”²¹¹ When Camille’s photograph as Diana Ross popped up, Janice said, “Call me Miss Ross. *Essence* here we come.”²¹²

When the judges discussed the women (while the women were not in the room), Janice said (about Camille), “She nailed Diana Ross, but I hated her attitude.” Eric made fun of a cliché that Camille incorrectly stated. Tyra said, “Camille is like ‘I’m the best bitch up in here.’”²¹³ Betsy really enjoyed almost everything about Shandi, “I like her. I like the oddness. The black sheep.”²¹⁴ When discussing Xiomara as Grace Jones, Tyra said, “I wasn’t happy with Xiomara seeming upset when she found out she was going to be Grace Jones. I feel like ethnic women never want to be darker. Never. Thousands of girls want to be here and you’re tripping that you’re going to be Grace Jones? Grace is

²⁰⁶ “The Girl Who Needs Six Months of Modeling School.” *America’s Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

²⁰⁷ Ibid.

²⁰⁸ Ibid.

²⁰⁹ Ibid.

²¹⁰ Ibid.

²¹¹ Ibid.

²¹² Ibid.

²¹³ Ibid.

²¹⁴ Ibid.

like a fashion icon; gorgeous, beautiful black woman.”²¹⁵ Tyra seemed a little insulted by Xiomara’s attitude but her statements about ethnic women never wanting to be darker touches on issues discussed earlier in this research. The idea that all women, regardless of race, want to have lighter skin, silky hair and thinner bodies emerged in this episode.

When the women returned to the room, Tyra called the names of the women still in the running to be America’s Next Top Model. When Tyra called Xiomara’s name, she told her, “This is one of the fiercest pictures in the bunch.” Tyra called Camille’s name and said, “This picture is absolutely gorgeous. I see Camille and I see Diana Ross, but another thing you have that Diana is known for is a diva attitude. And the most beautiful thing about the top models in America is being humble and being modest.”²¹⁶ Again, the judges do not seem fond of Camille, but liked her photographs enough to keep her in the competition.

Catie and Jenascia were in the bottom two. Jenascia was eliminated and said in her exit interview, “This house is totally going to suck without me. I never thought I would get here so I never thought about what I would do after this. I’m going to go back to slinging chicken wings at Hooters and back to my friends and just being the happy person that I am.”²¹⁷

Cycle 2, Episode 5

For this episode, there were three women who exemplify the Woman with a Tragic Backstory and they will be examined: Sara, Shandi and Mercedes.

²¹⁵ “The Girl Who Needs Six Months of Modeling School.” *America’s Next Top Model*. Host Tyra Banks. UPN. 3 Feb. 2004. Television.

²¹⁶ Ibid.

²¹⁷ Ibid.

At the beginning of the episode, Sara showed Mercedes her hand-painted bracelet from Iran. It's a series of painted mosques linked together and Sara talked about how she was so proud of her Persian heritage. She described how her father really did not think modeling was the right career for a young woman. According to her Muslim father (and Iranian relatives), being a model is like being a whore.

Mercedes spoke to the camera directly about having lupus. She described the difficulties she was having because of it and how she did not want her roommates to know about it.

Later, Tyra came to visit the girls and wanted to do one-on-one interviews with them because she knew they were getting stressed out. Tyra told Sara that she saw an anger and a sadness in her eyes during photo shoots and wondered if that was because of Sara's relationship with her father (who would clearly disapprove of what she was doing). Shandi told Tyra that she believed she had grown more in the past couple of weeks than she had in the past couple of years. Tyra told Mercedes that during the last photo shoot, she kind of thought Mercedes was giving attitude, maybe to everyone on set. (Mercedes was actually tired and was probably having an episode of her lupus, but Tyra still didn't know about her lupus). Tyra told Mercedes to be honest and speak up, but Mercedes still did not tell her about having lupus. Mercedes was hiding a lot of things: her fears that her liver would give out, that her hair was going to keep coming out, that she felt sick a lot of the time and she was trying so hard to hide all of that – trying to hide such a large secret was certainly creating stress for her.

The women went to the Lower Eastside to meet a man named Sam Christensen, a personality coach. He gave them an assignment where they had to say “there’s a person that I love and the reason I love this person is...”²¹⁸ and then they would have to talk about it. Shandi talked about being the black sheep of her family and not having anyone to talk to. Shandi talked about her boyfriend and how much she loved him because he understood her more than anyone. Shandi talked about her mother telling her that she always looked like a boy. Shandi was relieved to be in the competition and could do what she wanted because her mother was not there to put her down. Sara said the worst thing that she’d ever done in her life was probably not being honest with her father about her life and the things that she does because he would not approve of them. Mercedes was feeling tired again. She needed to rest, but she was trying to push herself. She was really tired and not feeling well.

Jay Alexander (Miss J) visited the women and brought a special guest; Susan the Psychic. She was going to give each woman a psychic consultation. The psychic told Mercedes, “Your body’s tired, but your mind isn’t. Sometimes you want to do more than your body physically can.” The psychic thought there was something burdening Mercedes, but Mercedes played dumb and said, “I don’t know what you’re talking about.”²¹⁹ Mercedes was a little alarmed that the psychic was so dead-on about what was going on with her.

²¹⁸ “The Girl Who Is a Visual Orgasm.” *America’s Next Top Model*. Host Tyra Banks. UPN. 10 Feb. 2004. Television.

²¹⁹ “The Girl Who Is a Visual Orgasm.” *America’s Next Top Model*. Host Tyra Banks. UPN. 10 Feb. 2004. Television.

Sara asked the psychic, “How do you think my father will react to me being a model?” The psychic responded, “He’s going to hate it, but he’ll secretly love it.” The psychic told Shandi, “There’s a lot of addictive behavior in your family.” She thought that what was going on with Shandi was that Shandi needed family. The psychic asked her, “Does anybody hug you, do you ever get hugged?” Shandi said that she got hugs from the other women in the house, but not so much at home, other than from her boyfriend. “Everybody loves you,” Susan the psychic told her. “The girls here do. So you do have family.”²²⁰ It’s just not blood-related. Shandi started crying because the psychic said she seemed like an isolated, lonely soul. Sara said Shandi broke her heart because her parents treated her like a black sheep. And it made her very angry with Shandi’s family. Shandi said she’s not close with pretty much anyone in her family. Miss J stood up and gave her a big hug. Xiomara said that even though she was close to Shandi in the house, she had no idea how hard her relationship was with her parents. A lot of the women were crying at this point – not Camille, but the others were crying on behalf of Shandi’s situation.

Next, the women were interviewed by a special guest and revealed their personalities a bit more. The prize was a shopping spree. They were interviewed by Janice Dickinson. Sara responded to the question of why she should win the competition, “...because I want to be a good example to Middle Eastern women or women of Middle Eastern heritage.” Janice said, “Sara’s got so much personality and drive. She really sold

²²⁰ “The Girl Who Is a Visual Orgasm.” *America’s Next Top Model*. Host Tyra Banks. UPN. 10 Feb. 2004. Television.

me.”²²¹ Shandi was asked “What would you not want people to find out, should you become famous?” She said, “The drugs.” Janice asked, “Are you still using?” Shandi said, “No.”²²² Shandi also told Janice about having been arrested for robbery, but how it is a part of her life that she went through and it is a part of her past. According to Janice, Shandi knocked her socks off with her honesty.

Janice said to Mercedes, “Lately I’ve noticed that your energy level has gone way down. What’s happened to you? What’s happened to you, Girl?” Mercedes thought, “Omigod, should I tell her that I have lupus? That I haven’t been feeling well and that I’ve been trying to hide it?”²²³ Mercedes told Janice that she does not want to make excuses that she has a disease, but she does and it effects her. Mercedes told Janice she had lupus. Janice wanted to know what Lupus was. Mercedes said, “It’s a chronic illness where your body attacks itself.” Janice asked, “Does that pull away from your energy?” Mercedes said, “Yes, it does, but I’m trying hard to not let it do that so much.”²²⁴

Janice told all of the women, “You know, it’s cool admitting you have flaws because that makes you a real person.” She was fond of Sara because she was waving the flag for Persian women and she liked that. She respected that Shandi admitted that she had a record because a lot of people do and that would work as a plus for her because she

²²¹ “The Girl Who Is a Visual Orgasm.” *America’s Next Top Model*. Host Tyra Banks. UPN. 10 Feb. 2004. Television.

²²² Ibid.

²²³ Ibid.

²²⁴ Ibid.

was honest about it. Mercedes won the interviewing competition because she admitted she had lupus. Mercedes chose Sara to join her on her shopping spree.

Sara told the camera, “Not in a million years would I have ever guessed that Mercedes had any kind of illness going on.”²²⁵ Xiomara said, “The fact that Mercedes has lupus comes as a shock to all of us. And the fact that Mercedes is working through it on her own says a lot about her.”²²⁶ Mercedes said now that everything was out in the open, she hoped they wouldn’t use her illness to discriminate against her. Yoanna thought that Mercedes coming out, telling people she had lupus was very courageous and she told Mercedes that she was glad she finally told people.

For the photo shoot, the women were going to be getting in a tank with some fish. Top stylist, Nolé Marin, was introduced and was clearly a very important gay man in the fashion industry. He evaluated their photos as they were being taken. Nolé told Sara that her shot was gorgeous. Jay Manuel told the other women that they had competition, “that Miss Sara was better in water than she is on land.”²²⁷ Nolé said of Shandi, “She looked petrified, scared, like a drowning chicken.” He described Mercedes, “That was water couture all the way.”²²⁸

After the photo shoot, Mercedes and Sara received a Tyra mail that informed them about receiving an additional special gift from Mercedes’ personality challenge win. The prize was that their mothers were flown in to visit them. Sara talked to her mother,

²²⁵ “The Girl Who Is a Visual Orgasm.” *America’s Next Top Model*. Host Tyra Banks. UPN. 10 Feb. 2004. Television.

²²⁶ Ibid.

²²⁷ Ibid.

²²⁸ Ibid.

wondering what her father was going to think about her modeling and Sara said she didn't want her whole Persian family to hate her. Shandi watched Sara and Mercedes interact with their mothers and noticed that the mothers really *knew* their daughters. It made Shandi sad because she recognized that she was not that way with her own mother. Mercedes talked to her mother about lupus and asked about recovery and her mother said, "There is no recovery, it's a chronic illness."²²⁹

At judging the next day, Nol   Marin was the guest judge. The women had to speak for sixty seconds about a fake makeup line, ANTM cosmetics. They were being tested on their abilities to be a spokesmodel. According to Tyra, Sara did well at first, but then kind of slipped into homegirl mode, saying, "We'll hook you up, we'll hook you up."²³⁰ When Shandi tried to sell the cosmetics, Nigel said she was too quiet and not confident. Nol   was not happy with Shandi's photograph. He had a lot of negative things to say about it. As they were criticizing Shandi, she took it very well. She was very calm and Nigel pointed out that he was really impressed with how she was taking the criticism. He implied that a lot of other girls would probably burst into tears.

The judges really liked Mercedes' delivery selling cosmetics. They said she was young, she was fresh and she made them smile. Nol   called Mercedes in her photo "a visual orgasm."²³¹ The women left the room and the judges discussed who should remain in the competition. They all loved Mercedes personality. Tyra called it "endearing".

²²⁹ "The Girl Who Is a Visual Orgasm." *America's Next Top Model*. Host Tyra Banks. UPN. 10 Feb. 2004. Television.

²³⁰ Ibid.

²³¹ Ibid.

The judges loved Xiomara's personality, but they thought on photo shoots, she lost focus and was not able to pull of good shots. Xiomara was eliminated and it was hard because she had grown close to Shandi, Yoanna, April and all of the women, really. She was going to miss them a lot. Her exit statement was positive, "Besides being born, this competition is the best thing that ever happened to me."²³²

Cycle 2, Episode 6

For this episode, the focus is again on the Young Naïve Girl – in this case, Catie. Catie tended to champion the wrong rivals in the house. While the other women were unhappy with Camille's attitude and demeanor, Catie admired Camille's strength. At the beginning of this episode, Catie and Camille were in the "confession booth" speaking directly to camera and each other. Camille was in the bottom two during the most recent elimination. Catie asked her if she thought she would be cut instead of Xiomara and Camille responded, "Uh, I wasn't gonna go home, I wasn't gonna go home. I was just chillin'. I wasn't nervous."²³³ Catie was impressed by Camille's lack of emotion. She believed Camille did not show any emotions because she was incredibly strong. She described Camille as not being happy or sad, but just "medium" all the time.

For the first part of their photo shoot this episode, the women were told they would be doing black and white "beauty" shots (beauty shots tend to be photographs of people's face/head and sometimes shoulders, too). Camille woke up with swollen lips and went to the doctor for diagnosis/treatment during the challenge later in the episode –

²³² "The Girl Who Is a Visual Orgasm." *America's Next Top Model*. Host Tyra Banks. UPN. 10 Feb. 2004. Television.

²³³ "The Girl Whose Lip Puffed Up." *America's Next Top Model*. Host Tyra Banks. UPN. 17 Feb. 2004. Television.

she was the last one to take a beauty shot because she was hoping the swelling would go down. Catie did not receive many compliments during her beauty photo shoot. She was told that she needed to look “edgier” and less like a young teenage boy. After the shoot, Catie decided she was going back to her “plain Jane” look and the judges could criticize her if they wanted to – she wanted to go back to “being herself”.

The women met with Kyle Hagler, a manager at IMG (the modeling company that would sign a contract with the winner of *ANTM* this cycle). Hagler was going to manage the career of the eventual winner. He told the women, “The model/actress is a double threat.”²³⁴ He sent the women to an acting class. After an acting lesson, they took part in an acting challenge. Mark Collier, a soap opera actor, read a scene with each model. Whoever showed the most emotion during the scene would win the challenge. April won the challenge and was told she would receive fine jewelry as a reward. She invited Catie to accompany her to the jewelry store because “you know, she’s eighteen, she’s still a teenager”²³⁵ and April wanted to share this experience with her younger peer.

In addition to the beauty shots, the women had to film a television commercial for Rollitos chips. The advertisement was going to resemble the movie *The Matrix*, which meant the women, had to be suspended from the ceiling, running up walls and “play” fighting each other. Catie was very upset because she was terribly afraid of heights. Catie focused on how angry she was that she was being put in this situation again – being suspended from a great height. Sara wanted Catie to stop talking about how afraid she

²³⁴ “The Girl Whose Lip Puffed Up.” *America’s Next Top Model*. Host Tyra Banks. UPN. 17 Feb. 2004. Television.

²³⁵ Ibid.

was because she was afraid of heights, too. Plus, Sara had had three knee surgeries and was terrified that she would fall on her knees, damaging them further. Catie cried and had an emotional breakdown during a shoot again. Sara thought Catie's immaturity and overly emotional state would catch up with her in a negative way.

During elimination, Kyle Hagler was the guest judge. Camille and Catie were in the bottom two. The judges were not fond of their performances in the commercial. They also did not like either of their photographs. They had heard from Jay Manuel about how both women acted on set for the commercial and photo shoot. He did not have any positive things to say about Camille and Catie. Catie's naivety and immaturity (and mediocre performances in front of the cameras) led to her elimination. She was very unhappy to be eliminated, but vowed to continue modeling when she went home.

Cycle 2, Episode 7

For this episode, the Odd Seemingly Unattractive Woman and the Intelligent Woman were examined. April was a very intelligent woman, but often "thought too much" during photo shoots and was unable to show vulnerability in her photographs (showing vulnerability in photographs is apparently important to clients and fashion photographers). She had really enjoyed the acting lesson and making a commercial the previous week. Following last week's elimination, Yoanna started to believe that April did not really want to be a model, but was so competitive that winning *ANTM* felt more important than having a career in fashion. Yoanna asked April, "If you had to make a

choice between being a model and being an actress, which would you choose?”²³⁶ April said she would use modeling as the base of acting. She felt it was too early for her to say whether she wanted to be a model or actress. Yoanna wondered if April’s goal was just winning or if she was actually passionate about being a model because April did not seem to care about fashion. Yoanna asked April, “What is your goal right now?” April said, “To win this contest.”²³⁷

The women were sent to a dance studio. They met Tony Michaels, a choreographer. Shandi wondered how dancing was going to work with modeling. Michaels said, “Dancers and models have so much in common; our bodies are our instruments.”²³⁸ Shandi said she had never taken a dance class and thought she was not going to be a good dancer, but would try to “have fun with it”.²³⁹ Michaels told the women to try to dance in a sexy manner. He was impressed with Shandi. He said, “You know, when you first look at her, you don’t see top model but then you take a second glance and you’re like ‘Wow! She’s got it!’”²⁴⁰ Yoanna was surprised to see Shandi move so well because she had never seen her dance. Yoanna said, “She’s breaking out of her shell.”²⁴¹ Everyone seemed continually surprised that Shandi was more attractive and outgoing than expected. She was a tall, thin girl with eyeglasses who worked at Walgreens. It was exciting and unexpected to witness her transformation into a model.

²³⁶ “The Girl Who is Dripping with Hypocrisy.” *America’s Next Top Model*. Host Tyra Banks. UPN. 24 Feb. 2004. Television.

²³⁷ Ibid.

²³⁸ Ibid.

²³⁹ Ibid.

²⁴⁰ Ibid.

²⁴¹ Ibid.

Michaels announced that the models would now have to dance around him, using him as a “prop” as if the women were in a photo shoot. Shandi was the only woman who experimented with levels, meaning she did not stand up straight, but lowered her body to the ground to create different angles. Michaels felt Shandi was passing every test. Mercedes said, “Shandi is that dork nerdy type of girl, but she’s doing the best and it’s flowing very naturally when she dances.”²⁴² Shandi never thought of herself as sexy because she was told repeatedly that she was never going to get married. Her family told her, “You’re just gonna be this old spinster with a bunch of cats.” She wondered, “How can I think that I’m sexy?”²⁴³

Shandi received a gift package from her boyfriend, Eric. When she called to thank him, he told her was going to see a movie with a mutual friend of theirs (a woman). Shandi was upset because she thought movie dates were specifically something she and Eric shared together. She decided that while she was in New York, she was going to have fun even without the presence of her boyfriend.

Shandi, Sara, Camille and Mercedes went to a nightclub. Every time Shandi goes out, she does not expect anyone to talk to her. A young man approached her and said, “I just want you to know that you four girls are the hottest girls in here.”²⁴⁴ Shandi said, “Oh, thank you. That’s so nice.”²⁴⁵ The young man was persistent and really wanted to get Shandi’s phone number. She declined and was a little shocked by the whole

²⁴² “The Girl Who is Dripping with Hypocrisy.” *America’s Next Top Model*. Host Tyra Banks. UPN. 24 Feb. 2004. Television.

²⁴³ Ibid.

²⁴⁴ Ibid.

²⁴⁵ Ibid.

experience of a strange man actually hitting on her. She said, “If my boyfriend, when he finds out all this stuff, if he has any doubt in his mind, then there’s something wrong with him in the relationship.”²⁴⁶

April, as an Intelligent Woman, was very competitive. When they met with the choreographer the next day, Tony Michaels described how he went home the night before and was thinking about all of the girls. One thing he struggled with was realizing he had forgotten April entirely, “What about April that just didn’t stand out?”²⁴⁷ April described that upon hearing the comment, it was like someone took a hot knife and jammed it into her heart. She said, “That is not good. That’s the last thing I want to hear.”²⁴⁸ Michaels taught the women choreography and told them they would be tested on it. April ended up winning the dance challenge. When she heard she won, April jumped on Michaels and said, “Do you remember me now? Huh? You remember me?”²⁴⁹ April chose Sara and Shandi to share her prize, which was an outing with ODB and RZA from the Wu-Tang Clan.

While the three women were out on the town, Yoanna and Mercedes went into the confessional and spoke directly to camera. Mercedes said, “April overanalyzes stuff and that’s one thing that really annoys me about the girl. She’s just so overanalytical!”²⁵⁰

The next day, the women had to use the dance moves they were taught and perform in Tyra Bank’s first music video. Shandi was concerned about April’s

²⁴⁶ “The Girl Who is Dripping with Hypocrisy.” *America’s Next Top Model*. Host Tyra Banks. UPN. 24 Feb. 2004. Television.

²⁴⁷ Ibid.

²⁴⁸ Ibid.

²⁴⁹ Ibid.

²⁵⁰ Ibid.

competitive edge because April was so afraid of losing, it was like she was making herself sick. Shandi said, “She is so overanalyzing every little detail.”²⁵¹

Tony Michaels was the guest judge this week. At the elimination meeting, Nigel Barker told Shandi that after seeing her moves in the video, he found her the sexiest he had ever seen her. These types of comments were confusing, unexpected, somewhat shocking and exhilarating to Shandi. Barker thought April looked too clinical while dancing in the video. Barker admired the way she was able to remember all of the choreography, but did not see any sex appeal, which he felt was important for a model to have. When analyzing Shandi in the music video, Barker said he believed that she had a face for now and for the future. Michaels believed she did not try hard, “she was just doing it” and he could not take his eyes off of her. Janice was proud of Shandi, “You go girl, you go girl, you go girl!”²⁵² April was not eliminated, but when her name was called, Tyra told her, “We’re not sure if you want this to be a top model, or if you just want to win this for the sake of winning.”²⁵³ Sara and Yoanna were in the bottom two this week. The judges were concerned that Sara was more a model for men’s magazines than high fashion. Yoanna fell to the floor in the music video (lost her balance) – the judges were unimpressed with her dancing skills. Yoanna’s name was called and Sara was eliminated. Being eliminated was not going to stop Sara from pursuing her dreams because modeling was her passion.

²⁵¹ “The Girl Who is Dripping with Hypocrisy.” *America’s Next Top Model*. Host Tyra Banks. UPN. 24 Feb. 2004. Television.

²⁵² Ibid.

²⁵³ Ibid.

At the end of the episode, Tyra's music video was played. It is interesting to note that at the beginning of Tyra's video, Jay Manuel was in it doing her makeup. It seemed important for him to be in the video because he meant that much to Tyra.

Cycle 2, Episode 8

For this episode, The Bitch was examined again as was the Woman with a Tragic Back Story. At the beginning of this episode, Yoanna discussed how she recently lost a lot of weight (about 45 pounds). She still felt uncomfortable with her body and did not want that discomfort to be a reason why she would be eliminated.

The women went to IMG headquarters and learned they would be going on go-sees, basically interviews for modeling jobs. Yoanna and Camille did their first confession together. Camille insincerely said that she loved Yoanna – Yoanna responded, “Some days, I love you, too.”²⁵⁴

The women went to lunch in Little Italy. Tyra joined them and rapped a song at them, announcing at the end that they were all going to Milan, Italy. They were ecstatic. Yoanna was excited to go to Milan because it would be an opportunity to look in to the European market and study it. Shandi had never been abroad and was “pretty much in shock” about the trip. She said, “I'm just, like, ‘okay, let's go. Let's go now!’”²⁵⁵

Upon arriving in Milan, Shandi thought everything was unbelievable. She could not stop looking out the window even though she was tired and hungry. The women went to D management in Milan and were told they each had five go-sees. They did not

²⁵⁴ “The Girl with the Signature Walk.” *America's Next Top Model*. Host Tyra Banks. UPN. 2 March 2004. Television.

²⁵⁵ Ibid.

get to rest or eat – they were going straight to work. They would be getting to their go-sees on scooters, driven by handsome young Italian men. At the go-sees, the women would be tested on appearance, confidence, personality and professionalism.

They each had a final go-see with fashion designers who were especially hard on them. They asked Camille “why she walks like this; explain!”²⁵⁶ Camille responded (quite haughtily), “This is my signature walk and this is what’s going to make me famous.”²⁵⁷ Despite her somewhat snooty attitude, Camille won the go-see challenge. She chose Yoanna to share her prize, which was getting their portraits painted.

Yoanna received a lot of criticism about her body. She was thin enough, but needed to exercise more to tone her body. The criticism upset Yoanna and she said, “It’s too much. It’s time to go home. I wanna go home, I’ll just put it on my credit card.”²⁵⁸ Mercedes talked Yoanna out of leaving the competition.

Camille and Yoanna ended up sharing a bedroom in their Milan apartment. Yoanna asked, “Whoever thought Ebony and Ivory would be sharing a room?”²⁵⁹ Camille spoke directly to the camera about how she was seeking revenge against Yoanna (the two women had never really gotten along). She was going to kill her with kindness. That was not exactly how Camille sought revenge, but that is addressed later in the analysis of this episode. When Camille and Yoanna went to get their portraits painted

²⁵⁶ “The Girl with the Signature Walk.” *America’s Next Top Model*. Host Tyra Banks. UPN. 2 March 2004. Television.

²⁵⁷ Ibid.

²⁵⁸ Ibid.

²⁵⁹ Ibid.

later in the episode, Yoanna said, “At this point, it’s like I’m building a friendship with Camille. It ended up being more fun than I thought it would.”²⁶⁰

Their first photo shoot in Italy was in Verona. Jay Manuel greeted them and told them they would be modeling high-end expensive sunglasses in a very high fashion shoot. Stylist Nolé Marin was on hand to help guide the women. Yoanna wanted to prove in this shoot that she could be a high fashion model. She wore Dior sunglasses and said she felt like she was in a teen dream – she was wearing haute couture and getting her picture taken in Verona. She decided she really did not want to leave Italy and go home. Marin said of Yoanna, “She is slightly larger than the other girls, but overall, she really moved well.”²⁶¹

They went to have dinner at a quaint restaurant in Verona. Tyra and Jay Manuel joined them. At some point, Yoanna left the table to use the restroom. Someone asked where Yoanna was – had she gone to the bathroom? Camille made a face and Jay asked, “Okay, why are you making that face, Camille?”²⁶² Camille tried to make it sound like Yoanna had an eating disorder. Tyra and Manuel asked, “Does she often go to the bathroom after dinner?”²⁶³ Camille said “yes” while the rest of the women said “no!” “After every meal?” Tyra asked. Camille said, “No, not after every meal. She goes to the bathroom a lot.” Tyra said, “Well, the eating disorder thing is very sensitive to

²⁶⁰ “The Girl with the Signature Walk.” *America’s Next Top Model*. Host Tyra Banks. UPN. 2 March 2004. Television.

²⁶¹ Ibid.

²⁶² Ibid.

²⁶³ Ibid.

me.”²⁶⁴ She told them to keep an eye on Yoanna to make sure she did not have an eating disorder (she didn’t). Mercedes said to the camera, “It’s really important that what gets said when Tyra is here is the truth and nothing but the truth.”²⁶⁵ When Yoanna returned to the table, Mercedes took her aside and told her what Camille said to Tyra and Jay when she was not there. Yoanna was livid. She asked Camille, “What did you just say in front of Tyra Banks? What did you just say?”²⁶⁶ Camille told her that all she said was Yoanna went off to be alone a lot of the time (which is not what she said). Yoanna was crushed that Camille would do such a thing behind her back. She ran to talk to Tyra so she could tell her the truth. Tyra told Yoanna that she needed to stick up for herself. And even though Tyra saw a bit of sabotage, it did raise concern because she wanted Yoanna to be healthy. Yoanna said, “Obviously, Camille created something out of nothing. I questioned Camille’s motives from day one. I was right – it’s over.”²⁶⁷

At elimination the next day, Michael Gianinni was introduced as the guest judge. He was the creative marketing director of D Management group and was one of the “mean” people in the go-see where the people interviewing the models were very rude. It turned out that their go-see with rude clients was their judging test. The judges watched video of each of the women at the test go-see. After they watched Camille’s meeting with the rude clients, Janice Dickinson asked, “Camille, what were you thinking?!”²⁶⁸ The judges told Camille how rude and arrogant she sounded at the go-see. Camille said,

²⁶⁴ “The Girl with the Signature Walk.” *America’s Next Top Model*. Host Tyra Banks. UPN. 2 March 2004. Television.

²⁶⁵ Ibid.

²⁶⁶ Ibid.

²⁶⁷ Ibid.

²⁶⁸ Ibid.

“Yeah, when the go-see process was over, I won the award.”²⁶⁹ Gianinni told Camille she needed to work on humility a little bit. When the judges saw Camille’s high fashion photograph, none of them liked it. The photographer had told Tyra that Camille was by far his least favorite girl of the day and said she needed to be more in touch with her heart and soul.

When the video of Yoanna’s “go-see from Hell” was up on the screen, Tyra said, “You look absolutely amazing in the video! You were striking poses that you didn’t even know you were and I was thinking ‘damn, that’s a picture.’”²⁷⁰ Gianinni added, “You didn’t get aggressive, nor back down and I was really really hard on you.”²⁷¹ When Yoanna’s high fashion photograph popped up on-screen, Janice said, “That doesn’t look like you, girl. That’s fantastic!”²⁷² Overall, the judges seemed pleased with Yoanna’s performance. Once the women left the room, the judges discussed who should be eliminated and sent home. Of Yoanna, Janice said, “Yoanna has emerged from quirk nerd to elegant model.”²⁷³ When they discussed Camille, Nigel Barker said, “Camille, what on earth is she doing? She just has to lose the attitude.”²⁷⁴

Yoanna’s name was called second and Tyra said, “Yoanna, every model has something that they just have to hide and it’s your job to conceal it and you did an

²⁶⁹ “The Girl with the Signature Walk.” *America’s Next Top Model*. Host Tyra Banks. UPN. 2 March 2004. Television.

²⁷⁰ Ibid.

²⁷¹ Ibid.

²⁷² Ibid.

²⁷³ Ibid.

²⁷⁴ Ibid.

amazing job in your picture.”²⁷⁵ Mercedes and Camille were in the bottom two. Camille looked fairly stoic and Mercedes was crying. Tyra said to Camille, “You’re undeniably beautiful. I once told you ‘we want you here’ and for some reason, you feel like you still need to prove to the world that you’re good enough. Camille, you are good enough!”²⁷⁶ She told Mercedes that she was still in the contest because of her personality, “You have a fire and a drive, a something extra, but at the same time, there’s that commercial thing that makes the judges wonder ‘would the fashion industry believe it?’”²⁷⁷ Mercedes’ “commercial look”, meaning she was very pretty and would work well in parts of the industry that were not high fashion, had been a constant observation by the judges. Tyra flipped over Mercedes’ picture and said, “Maybe the world will believe it, Mercedes.”²⁷⁸ So, Camille was eliminated. She hugged all of the women. Yoanna barely hugged her back, understandably. Camille said, “This is something I wanted, but it didn’t work out.”²⁷⁹ She felt sad and disappointed, but was going to take all of the criticism and use it to make Camille a better Camille. Her last thoughts felt forced and fake – she acted like The Bitch to the end.

Cycle 2, Episode 9

This episode was merely a recap of what had occurred on *ANTM* during the first eight episodes.

²⁷⁵ Ibid.

²⁷⁶ Ibid.

²⁷⁷ “The Girl with the Signature Walk.” *America’s Next Top Model*. Host Tyra Banks. UPN. 2 March 2004. Television.

²⁷⁸ Ibid.

²⁷⁹ Ibid.

Cycle 2, Episode 10

For this episode, the Woman with a Tragic Back Story and the Odd Seemingly Unattractive Woman were examined. Yoanna and Shandi will be the focus of this analysis.

At the beginning of episode 10, Yoanna acknowledged how glad she was that Camille was eliminated. Soon, Yoanna focused on herself and said, “My challenge is to tone my tummy and I really haven’t been keeping up with it as much as I should.”²⁸⁰ Shandi said she missed being home and seeing her boyfriend but, at the same time, a huge part of her wanted to become America’s Next Top Model.

The women met with fashion designer Stephen Fairchild. He taught them about Italian fashion. He instructed the models to go into his showroom and pick an outfit they thought looked sexy on them. Fairchild corrected their “mistakes”. Shandi said she did not like her legs and Fairchild responded, “You have much better legs than you give yourself credit for.”²⁸¹ He said Yoanna had one problem and it was her midriff. He told her that there are ways of hiding that, but she also needed to work on getting rid of it. He redressed the women in more flattering clothes and told them there would be a challenge the next day.

The next day, the women received 200 Euro to use at the flea market to buy an outfit of Italian sensuality that really worked on them. The winner would get to spend a great evening with Stephen Fairchild at his beautiful villa and have dinner with some

²⁸⁰ “The Girl Who Cheated.” *America’s Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

²⁸¹ *Ibid.*

exciting guests. All of the women wanted to win the challenge. They would reveal their outfits to Fairchild the following day.

Yoanna decided to call one of the scooter drivers and told him to come over to their place that night (and bring some friends!). Mercedes said, “We’ve been so testosterone deprived and it’s so not fair.”²⁸² Yoanna said, “I’m not dating anyone right now so I definitely want to get some smooches on. It’s about time.”²⁸³ Shandi said she had no doubts in her mind that she wanted to be with her boyfriend. She said, “You know, it feels good to chill out with these guys, but my boyfriend’s not here, so what am I gonna do?”²⁸⁴ Yoanna and one of the Italian men, Nicholo, liked each other and were caught kissing by Shandi and a different Italian man. Everyone decided to get in the hot tub. April observed, “We’ve been like monkeys in a cage and if you drop big bananas in, of course they’re gonna tear the peels off.”²⁸⁵ April also noticed Shandi, “Shandi’s in the hot tub with one of the other guys and he’s sitting behind her, holding her and they haven’t kissed yet, but it’s clear that they’re gonna hook up, probably.” April told the camera, “Ding! Hold on, Shandi, you’ve got a boyfriend!”²⁸⁶

The next morning, the Italian men left and the other models found Shandi crying in her bed. Shandi said to camera, “I just couldn’t control myself, I really couldn’t. He was there and I had all this tension and I let it go. I just let it happen.”²⁸⁷ April told the

²⁸² “The Girl Who Cheated.” *America’s Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

²⁸³ Ibid.

²⁸⁴ Ibid.

²⁸⁵ Ibid.

²⁸⁶ Ibid.

²⁸⁷ Ibid.

camera that Shandi was feeling extreme guilt about having cheated on her boyfriend. Shandi kept saying, “I wanna die.” Yoanna tried to comfort her, “It’s over, it’s over, it’s okay, it’s over.”²⁸⁸ Shandi told her it was not over. Yoanna said, “Don’t let this take away your spirit, don’t let it break your spirit.”²⁸⁹ Shandi told the camera, “After everything, I just wanna go home. No one tried to pull me aside and say ‘hey, like what are you doing?’ But, you know, I don’t expect them to because I should be able to take care of myself. I did this, this is my fault. It’s all my fault.”²⁹⁰

The women went to the flea market to complete shopping for their challenge. Shandi did not know where to start because her “mind was all tangled up with what happened the previous night.”²⁹¹ Shandi said, “I finally have someone who’s proud of me for once and then look at what I go and do, you know? I mean, is this how I’m always going to be? Once I find someone, am I going to mess it up?”²⁹²

They arrived at Fairchild’s villa on Lake Como. He analyzed the outfits they chose. He told Shandi he thought it was great that she was showing her legs. He did not like the pants Yoanna selected – he felt they were not particularly flattering. He chose a winner – Shandi. Shandi picked Yoanna to share the special suite and the fabulous dinner with Fairchild. Shandi said, “All these girls helped me a lot, but I feel the closest

²⁸⁸ “The Girl Who Cheated.” *America’s Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

²⁸⁹ Ibid.

²⁹⁰ “The Girl Who Cheated.” *America’s Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

²⁹¹ Ibid.

²⁹² Ibid.

to Yoanna.”²⁹³ Yoanna said, “I think Shandi being stressed out with the situation with her boyfriend has zapped a lot of her energy.”²⁹⁴ Shandi found dinner difficult because she knew she had to call Eric later that night and she was dreading it.

After dinner, Shandi prepared to call her boyfriend. She believed it was the most overwhelming, stressful thing she’d ever have to do. “In the next minute or so, I could completely lose everything.”²⁹⁵ She told Eric she had sex and did not expect him to continue to want to work on their relationship after such a betrayal. After chastising her for her behavior, crying on the phone and calling Shandi a “stupid bitch” Eric hung up on her. Shandi just wanted to see Eric in person and look him in the eye and let him know that she cared about him.

For the photo shoot the next day, the women were divided into pairs – Yoanna and Shandi, April and Mercedes. Nolé Marin was on set to help style them. They would be wearing long Italian straight hair weaves and shoes. Those were their only accessories and they would be otherwise nude. Yoanna impressed Jay Manuel and Marin during the photo shoot because she paid attention to her body and molded herself around Shandi. Shandi felt mentally and physically exhausted after talking to her boyfriend the previous evening. Manuel felt Shandi really was not paying attention during the shoot and Marin thought she “completely drowned” in the photograph.

²⁹³ “The Girl Who Cheated.” *America’s Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

²⁹⁴ Ibid.

²⁹⁵ Ibid.

After the photo shoot, the women went out to dinner and Tyra was there. Tyra asked the women, “Do you want any advice?”²⁹⁶ Shandi said she had a personal question and asked Tyra if she had ever cheated on anyone. Tyra said she had never cheated on a boyfriend, but had been cheated on. She asked Shandi, “Did your boyfriend cheat on you?”²⁹⁷ Shandi said “no.” Tyra asked, “You cheated on him?”²⁹⁸ Shandi said “yes”. Tyra said, “Everyone’s messed up, Shandi. I’m not judging you. I think we have to fight against our carnal desires and sometimes they slip. I don’t see that as the end of the world. I understand that people do become attracted to other people in the moment and it’s all about your relationship and how honest you can be with one another. Did you tell him?”²⁹⁹ She had told him. Tyra asked, “Did he forgive you?” Shandi replied, “For ten minutes, it was just him crying and saying ‘oh my God.’”³⁰⁰ Tyra thought that was normal. Shandi said, “I faced it and whatever happens, happens and I’ve changed so much.”³⁰¹ Tyra thought Shandi would be okay. She asked everyone at the table how they had changed. Yoanna did not answer how she had changed and used the opportunity to thank Tyra, “I, you know, speaking on behalf of everyone, I just wanna, you know... I know one of us is going home but we just wanted to say thank you and bless you for taking us on this trip. It’s a dream.”³⁰² The other women agreed.

²⁹⁶ “The Girl Who Cheated.” *America’s Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

²⁹⁷ Ibid.

²⁹⁸ Ibid.

²⁹⁹ Ibid.

³⁰⁰ Ibid.

³⁰¹ Ibid.

³⁰² Ibid.

Shandi talked to her boyfriend again that night. They had both calmed down. He told her he was mad at her, but wanted her to “bust her ass to get a contract.” He said, “I don’t want you to give up. Be good, just be good.”³⁰³ It seemed like he had forgiven her – difficult to know for certain since audience members never got to see them reunited.

At judging the next day, Stephen Fairchild was the guest judge. He had a judging challenge for the models. They were to pretend they just got off a plane in Italy and all they had were the pants they were wearing, some shoes and a t-shirt. They would be going to a wicked party so they needed to cut up and design the t-shirts in order to look sexy. The judges analyzed Shandi’s look first. She told them that since she was not showing any leg, she still wanted to show a bit of skin, which is why she made the t-shirt an off-the-shoulder garment. Tyra thought she could wear the outfit on the red carpet and have paparazzi asking her “who did your shirt?” Nigel Barker said Shandi was really inspiring him, “It’s very important for the fashion industry to have a muse and you’re becoming that for me.”³⁰⁴ Janice said, “Shandi, I never realized what lovely shoulders you do have, so that was an excellent choice to whack it up.”³⁰⁵ Fairchild said, “I think you did a great job, I’m really proud of you.”³⁰⁶ They analyzed Yoanna’s outfit next. She had wanted to keep it simple and classic and thought the bow she attached would set it off. Janice thought it looked like a straight jacket. Nigel said, “When you do change it

³⁰³ “The Girl Who Cheated.” *America’s Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

³⁰⁴ Ibid.

³⁰⁵ Ibid.

³⁰⁶ Ibid.

up, we know you're that classic beauty, so take our imagination somewhere else, a little sexier, a little more unusual."³⁰⁷

They then looked at Shandi and Yoanna's nude photograph. Nigel said, "Wow, really great. You guys look fantastic – very Helmut Newtonesque."³⁰⁸ Janice observed, "This is a serious girl-on-girl shot."³⁰⁹ Tyra liked the shot because Shandi was always thought of as so thin, so frail and she was showing a little "paddow" (*paddow* means shapely bottom). Janice thought Yoanna looked fantastic. They looked at a close-up of the women's faces. Janice said, "Shandi, your face kinda looks a bit pained."³¹⁰ Nigel thought Shandi's legs "rocked in this picture" but added that he did not like her face as much as he liked Yoanna's in that particular shot.

The models left the room and the judges began discussing them. Of Yoanna, Janice said, "Yoanna certainly amazes me. She's got rolls of skin that hang over her jeans and in this nude, I don't see it!"³¹¹ Nigel said, "It looks like she's got a butt, which is a miracle because quite frankly I've never seen it before."³¹² Tyra said, "I think it's because she's a good model and she knows how to pose."³¹³ Janice thought Shandi's legs looked amazing in the photograph and felt she was really falling into a top model look. Nigel believed Shandi was really the wild card – she was a Walgreens girl turned into this extraordinary Helmut Newtonesque lady in the picture. Fairchild thought Shandi had

³⁰⁷ "The Girl Who Cheated." *America's Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

³⁰⁸ Ibid.

³⁰⁹ Ibid.

³¹⁰ Ibid.

³¹¹ Ibid.

³¹² Ibid.

³¹³ Ibid.

huge potential, “I think she has to grow into herself and understand the industry better.”³¹⁴ Tyra said, “This is so different from the girl who was in glasses all the time and just got contacts and wasn’t able to focus without her glasses on!”³¹⁵

Yoanna’s name was called first and Tyra told her, “In this picture, you are so beautiful, so erotic, the epitome of Italian sexiness. It’s the sex appeal in person that the judges feel you don’t have that you really need to work on.”³¹⁶ Shandi was called next and Tyra told her, “Shandi, what I love about you is that you give hope to young girls that are hiding behind glasses, that people may be calling her a geek or be calling her nerdy and she might be the most beautiful girl in the world and you’re right now standing here, you are telling her that she is beautiful...”³¹⁷ April and Mercedes were in the bottom two. April was eliminated and burst into tears, as did the rest of the women. April said, “It hurts. I don’t understand, I always win everything. I’m not mentally prepared for this. Every moment here when I wasn’t in front of that camera, all I was doing was waiting to get back in front of that camera. I can’t go back to doing what I was doing, it was killing me.”³¹⁸ Prior to this competition, April worked for a Fortune 500 company. “I can’t go back there. I’m gonna be a top model anyway, because that’s my calling, and I’ll do whatever it takes. I guess this is just not my way.”³¹⁹

³¹⁴ “The Girl Who Cheated.” *America’s Next Top Model*. Host Tyra Banks. UPN. 16 March 2004. Television.

³¹⁵ Ibid.

³¹⁶ Ibid.

³¹⁷ Ibid.

³¹⁸ Ibid.

³¹⁹ Ibid.

Cycle 2, Episode 11

This is the final episode of the second cycle of *ANTM*. The three finalists – Mercedes, Shandi and Yoanna – all fit the archetype of the Woman with a Tragic Back Story. Mercedes had lupus, a chronic illness that affected her daily. Shandi was considered the black sheep of her family and grew up not ever feeling loved. She was also a tall, skinny nerdy girl who worked at Walgreens (she was also identified as an Odd Seemingly Unattractive Woman), employment no one expects of a top model. Yoanna was a chubby girl growing up and always dreamed of being a model. She was never noticed in high school and decided to lose weight to try to achieve her goal. It is interesting that the three finalists share similar archetype characteristics. When recalling the final three models of most cycles of *ANTM*, there are usually multiple archetypes represented. This was only the second cycle so perhaps the producers were not as savvy about “placing” different archetypes in the finale (as they may have later become during other cycles). Having women who represent different archetypes in a final episode would possibly draw a larger audience – a variety of audience members could potentially identify with at least one of the finalists. And a larger audience means better ratings and more money for Tyra Banks.

At the beginning of this final episode, Tyra spoke about each of the remaining three women. She described Mercedes as having charmed the judges with her warm, bubbly personality. Her enthusiasm and charm hid the pain from her secret struggle with lupus. Mercedes never gave in to her illness and persevered in photo shoots and

challenges. Tyra feared that Mercedes was a little too cute to become America's Next Top Model. She could definitely have a commercial model career, but Tyra and the other judges questioned whether she could ever look high fashion. Tyra described Yoanna as someone who grew up with a passion for fashion. She always knew that one day she wanted to become a high fashion model. Yoanna was realistic and knew she had to lose weight. She lost nearly fifty pounds by working with a trainer and eating healthy. Early on in the competition, Janice Dickinson said to Yoanna, "You have a classic face made for beauty."³²⁰ The judges felt that Yoanna sometimes lacked sex appeal, a quality they found important in top models. Tyra sounded the most excited when she was describing Shandi. She said, "Now, top models can be born or they can be made."³²¹ She loved that Shandi was a regular girl working at a Walgreens in Missouri before the competition. She admired how much Shandi grew into being a model – she learned to work without her glasses (they gave her contact lenses), learned to walk a runway and finally took great photographs. Tyra was worried that Shandi's recent personal crisis – cheating on her boyfriend – would distract her from doing her best work. She hoped Shandi would be able to pull it together and blow the judges away with her now high fashion, edgy looks and attitude.

Mercedes called her mother and told her she was feeling pretty good. She said, "What I've learned the most from being in this competition and dealing with lupus is that

³²⁰ "The Girl Who Is America's Next Top Model." *America's Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³²¹ Ibid.

it's about maintaining my disease."³²² Yoanna was very close to her mother and missed her a great deal. She said, "I guess I didn't realize how lonely you get while you're doing this. I'm really close to my mom so it's been really hard being away from her." Shandi did not call her mother because she did not have that kind of relationship with her mother. She called her boyfriend. He said, "I just wanted to say that I really miss you a lot. Can you sound happy? I'm not mad, okay? I just care about you right now, okay."³²³ Shandi told the camera, "Even though it's a really horrible thing that I did, it seems like we're close enough and we care enough about each other that we're willing to work through it so we can continue to have a relationship."³²⁴

The women found out they would be doing a beauty ad photo shoot. Each of the women commented on who they considered their strongest competition. Shandi said, "I feel right now that Yoanna is my biggest competition. She knows how to work her face. She knows everything about this business, she knows photographers, she knows the clothes, and that's something I don't have yet."³²⁵ Yoanna said, "Mercedes has a pretty good shot at winning the competition. She photographs well and she's got a great personality. I think she'd be a great role model and top model."³²⁶ Mercedes said, "I think Shandi would be my biggest competition. She's transformed so much from a

³²² "The Girl Who Is America's Next Top Model." *America's Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³²³ Ibid.

³²⁴ Ibid.

³²⁵ Ibid.

³²⁶ Ibid.

caterpillar into a butterfly and the judges see that and she really works well in high fashion.”³²⁷

The women found out they would be doing high-end stylized beauty ads. Jay Manuel and Nolé Marin were at the shoot. Yoanna said, “Doing a beauty ad has been, like, my dream because any top model that wants to get a cosmetic contract, their face becomes a household name.”³²⁸ Jay told the women that as a model, their smiles were important. He gave them a bright smile-whitening pen before the shoot. Yoanna’s look for the day was going to be wearing a motorcycle helmet. Jay told Yoanna, “You’re so strong in the face, I think you can totally carry this off.”³²⁹ The hairstyle Mercedes received for the shoot was reminiscent of Buckwheat from the “Little Rascals”. Mercedes said, “I love Nolé’s spunkiness but he put a wire on me. He’s a stylist, he knows what he’s doing, shut your mouth, be quiet.”³³⁰ The last part of what she said about shutting her mouth and being quiet were actually directed at herself – no one told her to shut up and be quiet. Yoanna said, “I just want everything perfect. My hair on the back of my neck was itching and my stylist didn’t have time to deal with it.”³³¹ So she borrowed some scissors and cut her hair herself. Jay asked, “What did you do?” She responded, “Did I really butcher it?” Jay said, “You cut a huge hole in the back of your head.”³³² Shandi said, “I can’t believe Yoanna chopped off her hair. There looks like

³²⁷ “The Girl Who Is America’s Next Top Model.” *America’s Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³²⁸ Ibid.

³²⁹ Ibid.

³³⁰ Ibid.

³³¹ Ibid.

³³² Ibid.

there's a big chunk out of the back of her head."³³³ Jay told Yoanna, "Yoanna, you're so beautiful. Stop being anxious. You've ruined your hair."³³⁴ Jay told the camera that the competition must be getting to Yoanna. He intimated she might have been breaking down inside. Mercedes liked her overall look for the photo shoot – she described her look as an Aztec warrior or Zulu African "thing". Shandi watched Mercedes during her photo shoot and said, "When I see Mercedes doing her photo shoot, she's doing really good, like her poses are awesome."³³⁵ Mercedes watched Shandi during her photo shoot and said, "She had rock star feminine appeal, but when I was looking at her face, she looked scared. Also, Shandi kept looking at me in the background – yes, distraction!"³³⁶ Yoanna was told to not push her lips out too much because then it's too pouty and she should give the eyes but not be too squinty. Mercedes said, "Watching Yoanna, I think 'oh, she's beautiful, wonderful and oh bitch, you ain't gonna go nowhere.' Sorry!"³³⁷ Jay said, "It's down to the final three girls and they're all very strong. Shandi is doing amazingly well. Mercedes just constantly surprises me. Yoanna wants to be America's Next Top Model so badly she'll do anything to win. Really, in terms of the top three, it's really really tight."³³⁸

The women received a Tyra Mail that informed them they would be meeting the brothers behind the fashion house D-Squared. The women met Dean and Dan Kaitin, the

³³³ "The Girl Who Is America's Next Top Model." *America's Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³³⁴ Ibid.

³³⁵ Ibid.

³³⁶ Ibid.

³³⁷ Ibid.

³³⁸ Ibid.

twin brothers behind D-Squared. They interviewed each of the women – they were interviewing and deciding which two women would be finalists and walk in a D-Squared fashion show. One of the brothers said, “Mercedes, her personality is really good – bubbly girl, she was giving.”³³⁹ When analyzing Shandi, the Kaitin brothers said, “Shandi is a palette. She’s a beautiful girl.”³⁴⁰ They thought Yoanna seemed very professional and she really loved fashion and she had cultural knowledge of the fashion industry. They asked the women who their favorite fashion designers were. Yoanna picked Marc Jacobs while both Shandi and Mercedes picked Betsey Johnson. The designers told the models, “If a designer ever asks who your favorite designer is, you should always say *their* name.”³⁴¹ Jay told the women, “Dean and Dan are going to fit you in some of their clothes for something Nolé and I are planning.”³⁴² They were planning a D-Squared fashion show. Mercedes said, “I think the line looks better on me than on Yoanna and Shandi.”³⁴³ Shandi noticed, “Oh my god! Mercedes fits perfectly in the clothes. She’s got everything that D-Squared Is looking for.”³⁴⁴ Yoanna said to camera, “I’ll say whatever you want me to say. I’ll do whatever you want me to do. Just book me!”³⁴⁵

They had a judging that day to determine who the final two would be. Dean and Dan were the guest judges. They had each model walk for them. Mercedes went first.

³³⁹ “The Girl Who Is America’s Next Top Model.” *America’s Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁴⁰ Ibid.

³⁴¹ Ibid.

³⁴² Ibid.

³⁴³ Ibid.

³⁴⁴ Ibid.

³⁴⁵ Ibid.

Tyra said, “With your walk, Mercedes, you glide really well, but it’s more like you’re on roller-skates. You need to pick up your feet a bit more and take bigger steps.”³⁴⁶

Mercedes edgy, beauty photograph was then analyzed by the judges. Janice kept saying, “bellissima!” Tyra said, “That’s gorgeous! Not every girl can throw on some naps, and some grease on their face and some wire and look that fierce.”³⁴⁷ Nigel Barker said, “It’s the best picture you’ve taken. You’ve actually nailed the beauty.” Dean or Dan (unable to identify who is who because they’re identical twins) said, “This is proving your chameleon qualities as a model, which is an important quality. Brava!”³⁴⁸

Next, they analyzed Shandi’s walk and beauty photo. Janice said, “I love the way you look. Your attitude is so hip and cool. You’ve come light years.”³⁴⁹ Tyra said, “I know you have it in you. I didn’t see it tonight, but it’s not just about me knowing it. It’s about everyone seeing that you have that.”³⁵⁰ When Shandi’s photo popped up, Janice said, “Very Mary Quant. Very girl-next-door in mommy’s paint. It’s a very lovely picture.”³⁵¹ Nigel said, “You are a canvas and you can be transformed. Your face takes make-up very well as you can see here.”³⁵² Eric Nicholson said, “I still see in this picture, though, there’s that question mark of Shandi. We’re gonna make you a star and in her eyes, it still looks like ‘are you gonna make me a star?’”³⁵³

³⁴⁶ “The Girl Who Is America’s Next Top Model.” *America’s Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁴⁷ Ibid.

³⁴⁸ Ibid.

³⁴⁹ Ibid.

³⁵⁰ Ibid.

³⁵¹ Ibid.

³⁵² Ibid.

³⁵³ Ibid.

Yoanna's walk and photograph were analyzed next. Dean and Dan said about Yoanna's walk, "Not good, not bad. I think you need to focus on your style."³⁵⁴ Nigel said, "Your walk for me as well was a little stiff."³⁵⁵ Nicholson said, "This was sort of you doing a conventional walk."³⁵⁶ Upon seeing her beauty shot in a helmet, Janice said, "Moon-rocket girl. Your eyes are amazing. Your lips are perfection. Well done."³⁵⁷ Tyra said her photo made her look like a villain in a movie and she was chasing good guys on a motorcycle. Tyra said, "I mean, Yoanna, your picture is beautiful, but do you know what it means if you're not a clutch athlete, like a clutch player? When there's a championship and there's five seconds left, he screws up. That's what I feel you are. You have the strongest walk to me, but you get here down to the wire and you fall to pieces."³⁵⁸

The women left the room while the judges decided who should be eliminated. They started discussing Yoanna. Dean or Dan said, "A picture speaks a thousand words. This girl is giving you face."³⁵⁹ Nicholson said, "She can have a helmet on her head and be amazing and she's just an incredible beauty."³⁶⁰ Nigel said, "It's almost like this picture is a head. You know, does she have the rest of the package?"³⁶¹ Nigel said he was unsure if Yoanna was the full package. Tyra said, "When I look at Yoanna, I see

³⁵⁴ Ibid.

³⁵⁵ Ibid.

³⁵⁶ Ibid.

³⁵⁷ Ibid.

³⁵⁸ "The Girl Who Is America's Next Top Model." *America's Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁵⁹ Ibid.

³⁶⁰ Ibid.

³⁶¹ Ibid.

someone that lives and breathes fashion and I really admire that desire. I'm not impressed by the fact that she's not consistent."³⁶²

They moved on to discussing Mercedes. Janice believed Mercedes won the walking competition and that her body was amazing. Nicholson said, "For me, it's these life experiences that she has sorta while she's taking a photograph that says something more than 'my face looks nice with make-up on it.'"³⁶³ Nigel believed Mercedes could do beauty ads and commercial/catalog work.

They discussed Shandi. Nigel said, "Shandi is in for me because photographically, she has what it takes."³⁶⁴ Nicholson said, "There's something that has maybe stalled with Shandi."³⁶⁵ Tyra believed Shandi was what models are about now. Up and coming models do not look like Tyra anymore. "They have an edge that confuses people a little bit and I like her being there for that reason."³⁶⁶ Janice said Shandi still needed to learn how to walk better. She said, "Shandi has not been able to walk. Yes, Shandi looks great in clothes, but..."³⁶⁷ The judges were having a difficult time determining who would be the final two in the fashion show. It was so hard to decide that Janice complained of getting a huge headache.

The first name Tyra called was Mercedes. She said, "Mercedes, you have come so far. You went from 'I'm a commercial girl' to "yeah, I might look a little commercial

³⁶² "The Girl Who Is America's Next Top Model." *America's Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁶³ Ibid.

³⁶⁴ Ibid.

³⁶⁵ Ibid.

³⁶⁶ Ibid.

³⁶⁷ Ibid.

in person, but I'll show you edge' and this picture right here saved your ass, girl, because if you'd had a hint of a smile in your eyes, you probably would have been going home tonight. But this one picture just put the exclamation point on 'I can be edgy and I will be edgy.'"³⁶⁸ Tyra talked to Yoanna and Shandi before announcing who would be joining Mercedes in the D-Squared fashion show. She said,

Both of you have done so well throughout this process. Yoanna, you started off pretty strong, and very knowledgeable and were doing your thing and proving to us week after week how great you walked, how original you were, how gorgeous your pictures were. Shandi, you started off kinda weak, but then showed us that you can be edgy, that you can be beautiful, and then today both of you feel apart in this room. What are you guys gonna do when there's lights, camera, action and people yelling your name and flashbulbs going off on that runway and the audience is looking at you and scrutinizing you and dressers pulling at you and people pushing you out on the runway and saying 'Shandi, go. Yoanna, go.'? If you can't handle these six people looking at you, how are you going to handle that?³⁶⁹

Tyra called Yoanna's name and Shandi was sent home. Shandi said to camera,

Oh my god, at some points, I look in the mirror and I don't even recognize myself. It's hard to even remember how I used to be and I feel like I've grown so much. I've grown into a person I like and appreciate. Now when I get home, I won't feel so lost, you know? I won't feel so insecure about myself, which is the best thing I'm gonna take out of this. And I have a really good feeling my boyfriend and I are still going to work and we're gonna make it work and that we're gonna be together.³⁷⁰

Yoanna said, "It's bittersweet not having Shandi in the house. I love her dearly as a friend, but she's a competitor and, like, this just gets me one step closer to getting my

³⁶⁸ "The Girl Who Is America's Next Top Model." *America's Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁶⁹ Ibid.

³⁷⁰ Ibid.

dream fulfilled.”³⁷¹ Mercedes said, “It’s hitting me now that it’s just going to be Yoanna and I going for that number one and you know what? She ain’t gonna take my title.”³⁷²

As they got ready for the fashion show the next day, Jay Manuel told them, “This is a real fashion show so you’ve gotta realize this is the real deal. It’s not just the Mercedes and Yoanna show, it’s the D-Squared show.”³⁷³ Dean or Dan told them, “Remember, at the end of the runway take your time, make a pose.”³⁷⁴ There was a sign backstage that told the models, “Girls, be sexy, be bad, walk strong, show them what you’ve got and have fun!”³⁷⁵ Tyra said, “This is the ultimate test for the girls. There’s no room for ‘I’m an amateur’. Are you a top model or are you not? Tonight will prove who is.”³⁷⁶ Yoanna and Mercedes walked in the fashion show. One of the heels of Yoanna’s shoe broke off so she had to borrow one of Mercedes, which was several sizes smaller than her own. Tyra said, “I have no idea who’s going to win this competition. Both girls worked it, both girls rocked it.”³⁷⁷ At the end of the fashion show, Tyra and Janice high fived each other, perhaps congratulating themselves for training the women so well.

The women received their final Tyra Mail, letting them know they would have the last judging the next day. Yoanna thought Mercedes was a beautiful person and said, “I love her so much, but I’d be really heartbroken if Mercedes won, because I’ve wanted

³⁷¹ “The Girl Who Is America’s Next Top Model.” *America’s Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁷² Ibid.

³⁷³ Ibid.

³⁷⁴ Ibid.

³⁷⁵ Ibid.

³⁷⁶ Ibid.

³⁷⁷ Ibid.

this for so long, since I was a little girl, so I wanna be America's Next Top Model."³⁷⁸

Mercedes said, "Yoanna is a great person, I mean I shared a lot with her, but if Yoanna wins, I'm gonna pull out her hair and say 'it wasn't meant to be, I swear, it wasn't meant to be.'"³⁷⁹

The women packed up their luggage and went to the final judging. Only Janice, Eric, Nigel and Tyra did the final judging (no guest judge). They looked at footage of Mercedes in the fashion show. Janice said, "That's the work of a top model, baby."³⁸⁰ Nigel said, "Mercedes, it's nice to see you take your little signature walk and you just refined it enough. You were fierce last night, Mercedes."³⁸¹ They then watched footage of Yoanna in the fashion show. Eric said, "You were so good at the end, making the connection with the photographer."³⁸² Tyra asked Yoanna how she felt on the runway. Yoanna said, "I've never done drugs, but I'm sure it'd be like doing some sort of drug. It was nerve wracking because my shoe broke and I had to borrow Mercedes' shoes."³⁸³ Tyra said, "One thing, Yoanna, I noticed that you did, you were on the rhythm, but too much. And Mercedes, at the end, remember I told you to do, at the most, two poses and you did about five one time and that was a bit much."³⁸⁴ They discussed the photos the women took during the entire cycle. Both women received many compliments on their photographs because they were probably the most photogenic of all the competitors. As

³⁷⁸ "The Girl Who Is America's Next Top Model." *America's Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁷⁹ Ibid.

³⁸⁰ Ibid.

³⁸¹ Ibid.

³⁸² Ibid.

³⁸³ Ibid.

³⁸⁴ Ibid.

they were reviewing their final beauty shots, Nigel said, “I think both you guys really rocked this out. You’ve taken all your previous weeks’ experience and put it together and you’ve grown and here it is, your final photograph and it’s come together for both of you.”³⁸⁵

The women left the room while the judges debated about who should be America’s Next Top Model. Janice said, “I see Mercedes working every country on Earth. She was the strongest in the runway competition for me.”³⁸⁶ Eric said, “Yoanna, for me, makes more of an impression in an exciting way.”³⁸⁷ Tyra said, “I think with Yoanna’s face, it’s so striking. She lives and breathes the modeling, she lives and breathes the designers and Yoanna knows it and I’m really impressed by that.”³⁸⁸ Nigel said, “But the thing is, Mercedes has the personality which you want to book. She can move really well.”³⁸⁹ Eric said, “I think Yoanna has the X-factor in her, which is I’m not really sure what’s gonna come out of her mouth. I’m not really sure what she’s gonna do and that’s exciting.”³⁹⁰ Tyra said, “But Mercedes is a top model personality. She’s fighting a disease, and she has these things and these experiences and you look at this girl and you’re like ‘wow, I didn’t know that.’”³⁹¹ Janice said, “That’s why I love Mercedes. I think Mercedes is a survivor.”³⁹² Nigel said, “She was one of the best girls on the

³⁸⁵ “The Girl Who Is America’s Next Top Model.” *America’s Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁸⁶ Ibid.

³⁸⁷ Ibid.

³⁸⁸ Ibid.

³⁸⁹ Ibid.

³⁹⁰ Ibid.

³⁹¹ Ibid.

³⁹² Ibid.

runway last night, but the thing is, does she have the face to sort of grab international markets?”³⁹³ Janice asked Nigel who he liked better in the fashion show. Nigel said, “No doubt about it, I preferred watching Mercedes.”³⁹⁴ Janice said, “She has that natural rhythm of a walker. I didn’t see that so much with Yoanna.”³⁹⁵ Nigel said it was very tough for him to decide who should win.

The women returned to the room. Tyra said to Yoanna,

You started off as sort of the quirky, kinda weird girl and you’ve transformed into this hip, stylish, gorgeous thing. A face like yours does not come around often. Mercedes, you started off as a cute girl in the mall and the judges were like ‘oh, she’s so commercial, she’s so commercial.’ But girl, you’re edgy right now. You’ve made that transformation, you’ve made that leap. Even though you guys have come very far, there’s only one spot. So who’s gonna win?³⁹⁶

Yoanna was named America’s Next Top Model. Tyra said, “Yoanna lived and breathed fashion, style, and modeling since childhood. Yoanna’s dream has come true and the fashion industry had better hold on tight because Yoanna is about to rock your world.”³⁹⁷ Mercedes was understandably disappointed. She said, “I wanted it so bad and I dreamed of this moment happening, but I didn’t go all the way.”³⁹⁸ Yoanna was screaming and saying “it’s not real!” She was very excited. She said, “I never was a cheerleader, never made the squad. I never made homecoming or prom queen, nothing. I was always just *there* and now I’m America’s Next Top Model!”³⁹⁹ A Woman with a Tragic Back Story

³⁹³ “The Girl Who Is America’s Next Top Model.” *America’s Next Top Model*. Host Tyra Banks. UPN. 23 March 2004. Television.

³⁹⁴ Ibid.

³⁹⁵ Ibid.

³⁹⁶ Ibid.

³⁹⁷ Ibid.

³⁹⁸ Ibid.

³⁹⁹ Ibid.

(WTBS) won the competition, semi-creating a model fairytale version of the American Dream.

AUSTRALIA'S NEXT TOP MODEL FINDINGS

Many archetypes that are present in *ANTM* appeared in episodes of *AusNTM*. However, because the cultural differences between the sister programs were significant, eight new archetypes were added for analysis.

The women who competed on the second cycle of *AusNTM* were examples of the following archetypes:

- Lara Cameron was 18, from Perth and was a CG and TJ (Commercial Girl – a woman with a “cute” face, ideal for televised advertising campaigns and The Joker – a woman who loved to prank others).
- Jessica French was 20, from Brisbane and was an OSUW, a UW and IG (Odd Seemingly Unattractive Woman, Unstable Woman – a woman who cries seemingly constantly and falls apart during the smallest of incidents and Insecure Girl – a woman who lacks confidence).
- Sasha Greenoff was 22, from Darwin and was a CG.
- Natalie Giuffre was 19, from Perth and was an IW and TB (Intelligent Woman with hyper inflated sense of own intellectual aptitude and The Bitch).
- Sarah Lawrence was 19, from Perth and was a BBM (Boring Blonde Mannequin – a blonde woman who exhibited very little personality and resembled many other blondes).
- Sophie Miller, was 18, from Brisbane and was an IG.
- Caroline Mouflard was 18, from Sydney and was an IW.
- Rebecca Pian was 18, from Melbourne and was a BBM.

- Madeleine Rose was 18, from Sydney and was a TPG (The Party Girl – a woman who adores drinking alcohol, partying and having sexual relations with many people).
- Ebony Stocks was 19, from Tasmania and was a WTBS, a BAbNW and turned into a TB (Woman with Tragic Back Story – in Ebony’s case, she literally had a “tragic back story” because she seriously injured her back in an automobile accident, a “Bad Ass” but Nice Woman – she lacked sophistication, made inappropriate comments but was a genuinely nice person and The Bitch).
- Louise Van Brussell was 20, from Adelaide and was a TDM and IG (The Den Mother – a woman who organized house meetings, comforted anyone who felt stressed. frequently cleaned the house and encouraged other women to “take care of their own messes”).
- Simone Viljoen was 19, from Canberra and was a CG and a little TJ.
- Hiranthi Warusevitane was 21, from Canberra and was a TP (The Princess – a woman who expected others to pamper her, who refused to take part in any activities requiring chores/labor and genuinely believed she was much more beautiful than she actually was).

Cycle 2, Episode 0

Before addressing the findings in *AusNTM*, identification of main judges and prizes is necessary. The main judges were Erika Heynatz (she was also the host of *AusNTM* and a super model herself), Victoria Fisher (fashion show producer), Georges Antoni (fashion photographer) and Alex Perry (fashion designer). The prizes for which the women competed were: \$1,500 worth of Lovable brand lingerie and sleepwear, a Samsung E530 cellphone, an eight-page editorial spread in *Cleo Magazine*, a national campaign for Napoleon cosmetics, and a two-year modeling contract with Chic Model

Management which included a trip to New York City to meet with Next Model Management and \$1,000 spending money.

Archetypes were not examined in the first episode of the second cycle of *AusNTM*. The first episode focused on the judges/producers traveling around Australia looking for potential models. Erika Heynatz said, “What is it that makes a top model? They say a stunner with a great personality. It’s a combination of the two. If you don’t have that, you don’t have an international model.”⁴⁰⁰ Alex Perry said they were looking for “gorgeous girls”. He added, “That’s very important and the proportion of their bodies is important. You know, long legs, well-proportioned shoulders.”⁴⁰¹ All of the judges were looking for women who were beautiful and enthusiastic. The model wannabes needed to recognize that modeling is a career and it is not “all fun and games”. They wanted the women to genuinely want to be models and really “put their hearts in it.”⁴⁰²

They started their search in Darwin. Trying to avoid casting women who were deemed too short to model, the casting crew brought a cutout of an actual sized woman to make sure the women were at least 5’7”. In Perth, they found women with “wonderful personalities” and believed at least one competitor there would end up a finalist. Erika kept calling women under 5’7” “shorties” and joked, “Did your Mom not sprinkle the right stuff on your shoes while you were growing up? Is that why you’re so short?”⁴⁰³ They eliminated many women for simply not being tall enough. Erika said, “Girls think

⁴⁰⁰ “Untitled.” *Australia’s Next Top Model*. Host Erika Heynatz. Airdate unknown 2006. Television.

⁴⁰¹ Ibid.

⁴⁰² Ibid.

⁴⁰³ Ibid.

they can kid us into thinking they're taller than they are.”⁴⁰⁴ Clearly, they wanted to cast tall women. Sasha Greenoff was the only Darwin woman cast. Lara Cameron, Natalie Guiffre, and Sarah Lawrence were Perth women who were cast.

Melbourne was the next venue. The casting crew was disappointed in the potential competitors in Melbourne. They had little to say about any of the women they interviewed there. Rebecca was the only Melbourne woman cast. They headed to Adelaide for more auditions. Erika was impressed with the women in Adelaide and nothing more was said about them. Louise Van Brussell was the only Adelaide woman cast. When they went to the Tasmanian capital of Hobart, a 6'4" woman auditioned. She was not cast. Apparently, several of the women in Hobart had multiple tattoos and body piercings. Erika did not like tattoos and piercings because it would not work in the modeling world. She said that they did not have a Jean Paul Gautier in Australia, essentially no designers who would hire such women. Eboni Stocks was the only Tasmanian/Hobart resident cast.

They went to the nation's capital, Canberra, for more model interviews. The Canberra women had “good beauty” and “big personalities” which the casting crew considered “pluses”. Simone Viljoen and Hiranthi Warusevitane were two Canberra women who were cast. Next was Brisbane. Of the women in Brisbane, Erika said, “There are plenty of beautiful girls in these parts, but will any of them have something special?”⁴⁰⁵ Jessica French and Sophie Miller were the two Brisbane women who were

⁴⁰⁴ “Untitled.” *Australia's Next Top Model*. Host Erika Heynatz. Airdate unknown 2006. Television.

⁴⁰⁵ Ibid.

cast. The final stop in their “finding models tour” of Australia brought the casting crew to Sydney. Erika considered Sydney the fashion capital of Australia. Caroline Mouflard and Madeleine Rose were the two Sydney women who were cast. All thirteen women were thrilled they were cast on *AusNTM*.

Before this findings portion continues, it is important to note the immediate differences between *ANTM* and *AusNTM*. Attitudes about sex and nudity are very different between the two shows. *ANTM* has had numerous nude photo shoots, but the models were covered enough to avoid risk of exposing private body parts. There were usually two or three women who ultimately declined taking part in nude photo shoots. Nudity is generally not a problem for the models of *AusNTM*. Only one woman complained about having to be naked in front of the camera (Hiranthi). All of the other models seemed either nonchalant or excited to pose naked. And the nude photo shoots on *AusNTM* actually required the women to literally be almost entirely naked. Breasts and buttocks were not taboo on *AusNTM*. They were embraced and celebrated. Everyone who was ever on camera on *AusNTM*, including hairstylists, makeup personnel, fashion designers, judges and models, often frequently spoke about having sexual intimacy. The models on *AusNTM* called their boyfriends and admitted they were very horny. This occasionally happened on *ANTM*, but most models never expressed how they truly felt about sexuality. In the context of *ANTM* and *AusNTM*, Americans seemed much more uptight about sex and nudity than their Australian counterparts.

For the second cycle of *AusNTM*, eight of the thirteen women cast were blondes with fair skin. Not only did they resemble American models, they looked like the beauty

ideal described in a previous chapter. The blondes were generally tall and thin, had very fair hair and pale skin. It begs the question, did Australians harbor similar standards of beauty as Americans? Unfortunately, the blonde women who were cast on *AusNTM* looked very much alike and were difficult to identify.

Partying was more accepted on *AusNTM* than on *ANTM*. One huge difference between the two programs was the fully stocked liquor cabinet in the Australian models' home. Alcohol is rarely seen on *ANTM*. Attending a judging with a hangover is somewhat "okay" on *AusNTM*. Such an act would likely get a model eliminated on *ANTM*. The drinking age in Australia is younger than in the United States. Plus, there seemed to be less of a stigma (or no stigma) on *AusNTM* about models who frequently enjoyed drinking alcohol.

There were a number of models on *AusNTM* who would likely not get cast on *ANTM*. Certain beauty types appealed to the Australian judges – the same beauty types would make American judges uneasy. Jessica French was one of the models on *AusNTM* who had an unusual type of beauty. She was tall with curves, brunette and rather bland looking. She almost had a mousy appeal. A woman who looked undeniably "boring" would not get cast on *ANTM*. Tyra Banks tries to cast diverse models, but it seems unlikely she would recognize Jessica as a "potential diamond in the rough".

Cussing happened much more on *AusNTM* than on *ANTM*. And the cussing was not beeped over. Swearing on television seems more acceptable in Australia than in the United States. When fights erupted on *AusNTM*, "colorful" language was often used.

Salty language was always censored on *ANTM* – they did have to follow American television regulations.

The overall major difference identified between *AusNTM* and *ANTM* was Australians seemed less uptight about nudity, sexuality, alcohol, swearing, etc. than Americans. This is not a surprising finding – Americans often seem to have conservative attitudes about “sinful” activities.

Cycle 2, Episode 1

For this episode, the archetypes explored were the Intelligent Woman and The Princess. The Intelligent Woman archetype is interesting because it can be an identifier for different women for very different reasons. Caroline and Natalie were the IWs of this cycle. Natalie simply considered herself more intelligent than the other women and offered snide soundbites that may have pleased the producers. Her superior perception of herself created conflict, which may have positively impacted ratings. Caroline was also an IW because she was dedicated to academia while pursuing a modeling career. She was studying for an exam that would help her gain acceptance to a law school while she competed on *AusNTM*. The Princess archetype is similar to The Bitch because the judges/producers seemed to keep her on the show much longer than she deserved, likely because her antics raised ratings. Hiranthi was the Princess of this cycle. Not only was she identified as a princess archetype for this study, her housemates referred to her as “the princess” after a few days of living with her.

At the beginning of this episode, the women rode together on a bus to an army base. Natalie immediately regarded her opponents’ intellects as inferior to her own. She

said, “The other girls are real dense. It’s not because they’re stupid, they’re just a little slow.”⁴⁰⁶ Erika greeted the women at the army base:

You are all here because you’re beautiful on the outside, but it takes much more than that to succeed in this business. You’ll need desire, determination, perseverance and inner strength to creep to the top of the modeling heap. Do you have what it takes? We are about to find out.⁴⁰⁷

The models had to complete an Australian Army obstacle course. The four judges sat in a tent watching the women to “figure out which girl has what it takes”. One conclusion the judges agreed on was that all of the models needed a personal trainer to whip them into shape. At the end of the obstacle course, the women were told they had an immediate photo shoot. Several of the models were dismayed because they were sweaty and dirty – it seemed “crazy” to have a photo shoot when they were “looking like that”.

During the photo shoot, the judges watched and commented on the women. They thought Hiranthi had a great “beauty” face, meaning her facial features would photograph well for a cosmetics campaign. Noticing Sarah’s overly plucked eyebrows, the judges commented that “her eyebrows have been raped”. Simone had “something a little Claudia Schiffer about her”.⁴⁰⁸ The comparison made sense because Simone’s look was very commercial and Claudia Schiffer starred in numerous commercial campaigns. The judges thought Sophie was a “bit common looking”. After their photo shoot, Erika walked out of the tent and said,

Well done, girls. What you’ve gone through today is just an example of the tenacity required to survive in this business. What you didn’t know is that the

⁴⁰⁶ “Models 24/7.” *Australia’s Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

⁴⁰⁷ Ibid.

⁴⁰⁸ Ibid.

entire time, you were being judged. I'd like you to meet your judges (she introduced the judges). So I hope you were happy with your performance. Because one of you is about to be eliminated.⁴⁰⁹

Hiranthi said, "We really weren't expecting our first elimination in the first twenty-four hours."⁴¹⁰ Sarah said, "My gut reaction when they said one of us would be eliminated was just horror. Just looking up and down, I'm going, who's it going to be? I'm terrified it's going to be me." Sarah was identified as an Insecure Girl archetype and she confirmed that identity with her first utterance.

The judges went back into the tent to deliberate. Erika told the other judges, "Okay, we need to make a decision. I think that Sasha, I don't think she has as much potential as the other girls, mentally and physically."⁴¹¹ The judges were unsure about the abilities of the women identified as Intelligent Women archetypes. They all thought Natalie was very lazy and unable to take direction. They worried that on a shoot, she might get antsy and not be able to "pull through" and take a good photograph. Caroline's abilities on the course did not impress the judges – they felt she was the weakest. Erika asked, "Do you think the girls understand how important physical fitness and determination is?"⁴¹² They all thought the women did not understand that they were not exercising to "get skinny", but to make their bodies leaner. Erika went outside to tell the girls who was eliminated. She said, "Wow! This has been a hard elimination because we've only had a very short time to get to know you. But in secretly monitoring you, you

⁴⁰⁹ "Models 24/7." *Australia's Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

⁴¹⁰ Ibid.

⁴¹¹ Ibid.

⁴¹² Ibid.

have made an instant and lasting impression.”⁴¹³ She called Caroline and Sasha to step forward. Caroline was startled, “When they called Sasha and I up, I was a little surprised because I didn’t think I did that bad. I didn’t think I’d be chosen for elimination.”⁴¹⁴ Sasha was eliminated and spoke directly to camera, “Erika comes out and says someone’s going to be eliminated today, and at that point in time, I had a feeling it was going to be me.”⁴¹⁵ Caroline observed of Sasha, “I thought she was beautiful in her own way, but I didn’t exactly look at her and think she could be Australia’s Next Top Model.”⁴¹⁶

Madeleine was not at boot camp. Perhaps she was cast later than the other women. She was going to greet the other models at their new home. She seemed a little nervous about meeting them, “When I found out that they were all at boot camp and I wasn’t, the first thought that ran through my head was maybe I was being outcast.”⁴¹⁷ She welcomed the women to their new home with a glass of champagne in her hand. Caroline and others thought Madeleine was a host, not a fellow competitor. Madeleine said, “I was told to meet you guys here, and I have some Erika Mail to read.”⁴¹⁸ The Erika Mail welcomed the girls to a luxurious penthouse and explained that Madeleine was there to replace Sasha. Madeleine enthusiastically told the women, “Check out the bedrooms, they’re fantastic. I’ve already chosen a bed. You’ll see my stuff up there.”⁴¹⁹

⁴¹³ “Models 24/7.” *Australia’s Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

⁴¹⁴ Ibid.

⁴¹⁵ Ibid.

⁴¹⁶ Ibid.

⁴¹⁷ Ibid.

⁴¹⁸ Ibid.

⁴¹⁹ “Models 24/7.” *Australia’s Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

As the women unpacked, Caroline brought out photos, one of her aunt Olivia Newton-John. She claimed she did not want people to know that Newton-John was her aunt, but she proudly displayed the photograph. Madeleine told the camera, “The Intruder is my nickname. Yet, I don’t know how I feel about that.”⁴²⁰ The other women referred to her as The Intruder since she joined the group later. Eboni called her boyfriend and said, “We got to the apartment and there’s an intruder.”⁴²¹ Natalie, who seemed to consider herself more intelligent than the other women, called her mother to make fun of Eboni’s Tasmanian accent. Perhaps she was intelligent, but she engaged in ignorant behavior.

Erika visited the model house the next morning. She introduced the personal trainer who would help the women with their fitness training, Adam Hill. He would teach them a few tricks about weight loss as well. They were told to put on their swimsuits for a weigh in.

After the weigh in and swimming with Adam, the women returned to their home and received Erika Mail. Jessica found it and wanted to read it aloud. She said that Natalie kept telling her not to open it, not to do anything, which resulted in Jessica stating to camera, “You’re not the boss of me.”⁴²² The note from Erika said, “When you wake up, be prepared to strut your stuff.”⁴²³

⁴²⁰ Ibid.

⁴²¹ Ibid.

⁴²² “Models 24/7.” *Australia’s Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

⁴²³ Ibid.

The next morning, Hiranthi used the only key to go to the gym and work out. The rest of the women were basically trapped in the house because there was only one key. A universal question of the rest of the women was, “Has anyone said, ‘You’re being a selfish bitch and if you don’t stop, we’ll hit you with a stick’?” They believed Hiranthi was “a princess” who lived in her own bubble and never thought of others’ needs.

Caroline was trying to finish her education. She was studying while everyone else was discussing Hiranthi. It was revealed later that Caroline was studying for her law school exams. She needed good scores to get into law school.

The women met with one of their judges, Victoria Fisher, the next morning. She said, “as you know, walking on the catwalk is one of the most important skills as a model, and we’re very privileged today to have Michael Boyd who’s the best teacher of how to walk in heels.”⁴²⁴ It is interesting that the runway walking coaches on *ANTM* and *AusNTM* were both men. Natalie was not pleased by Michael’s feedback. She said, “At the catwalk training, my shoes were a few sizes too small and that catwalk trainer’s like, ‘You have to deal with it and you have to do it or you won’t get hired.’”⁴²⁵ Rebecca felt that Natalie complained too much and could not “just relax and let things happen”. This was a sentiment shared by April’s housemates on the second cycle of *ANTM*. They often felt April was so intelligent that she overanalyzed things and created unnecessary stress for herself.

After runway training, the women were told they were going to be in a fashion show modeling shoes and the winner of the challenge would get a one-on-one with

⁴²⁴ Ibid.

⁴²⁵ Ibid.

Michael Boyd. Michael said that during the day, Hiranthi walked pretty well, but when it came to the fashion show, she acted like she was in a beauty pageant. She walked as if competing for a crown and not modeling clothes. Eboni won the challenge and chose Sarah to share her prize. They had one-on-one walking lessons with Michael Boyd, which they both appreciated.

After everyone returned to the apartment, they had a house meeting. Madeleine said Louise liked to keep things clean and after the last couple of meals, she had cleaned up after everyone. Caroline pointed out that some women in the house were not cleaning at all, especially Hiranthi. Caroline said, “I’m not sure if she’s had a privileged life, too, but it’s really no excuse because I used too, as well, and I still clean up.”⁴²⁶ Carolyn seemed to be implying that she, too, had grown up privileged, but that was not a valid reason to be lazy.

They received another Erika Mail that said, “It’s time for your first taste of glamour. Limousines will be here in one hour to take you to a red-carpet event.”⁴²⁷ The women were excited and enjoyed being the center of attention upon their arrival. After the event, the women went home. Hiranthi took a long time in the shower because she always washed her hair twice. She was in the bathroom so long that none of the other women could use it. It never dawned on her that she might be acting selfish.

The next morning was their first official photo shoot. They modeled body jewelry while nude. Jessica said, “Basically, we were told we were going to be posing naked, and

⁴²⁶ “Models 24/7.” *Australia’s Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

⁴²⁷ Ibid.

I think some of the girls freaked out.”⁴²⁸ Hiranthi was particularly uncomfortable doing a nude photo shoot. She said, “It was quite clear to me we’d be doing something I wasn’t 100% comfortable with.”⁴²⁹ Caroline said of Hiranthi, “If she wants to be a super model, she really has to get used to her friends, her family and the public seeing her nude.”⁴³⁰ Jessica observed, “Hiranthi’s one of the people who has a nickname and people are calling her ‘the princess’.”⁴³¹ Hiranthi really did not want to participate in the nude shoot. She said she might do it if she was covered enough, but did not readily make a firm decision about it. Simone thought Hiranthi waited until the last minute to decide what she was going to do. She felt Hiranthi should have either just done it or not done it instead of “dilly-dallying” all day. The photographer did not enjoy his session with Hiranthi because he felt like her father at some points because she needed constant assurance.

After the photo shoot, another Erika Mail arrived that said, “Tomorrow you’ll face the judges. Prepare for an elimination.”⁴³² The women prepared for elimination by enjoying alcoholic beverages and partying. During the party, Hiranthi fell asleep. Because Lara, too, found her attitude irritating, she shaved off half of Hiranthi’s eyebrows.

At judging the next day, the judges analyzed Hiranthi’s photo. They could tell that the shoot had been very traumatic for her. She did not seem to be committing to any

⁴²⁸ “Models 24/7.” *Australia’s Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

⁴²⁹ Ibid.

⁴³⁰ Ibid.

⁴³¹ Ibid.

⁴³² Ibid.

emotion in her photograph. They reprimanded Lara for shaving off Hiranthi's eyebrows, saying it made *her* (Lara) look bad. They thought Caroline's picture was gorgeous. They seemed unimpressed with Natalie's photo.

The women left the room and the judges deliberated about who should be eliminated. They were not big fans of Hiranthi's photo and Erika said she was not 100% sold on her. They felt Rebecca lacked confidence and Natalie was not beautiful enough. Erika was somewhat distracted by Caroline's breasts in her photo – Caroline was the only woman whose breasts were fully exposed.

The women returned to the judging room. Erika asked Natalie and Rebecca to step forward because they were the bottom two. She said,

Natalie, you have strong natural looks, but unfortunately, you lack editorial versatility. Rebecca, you lack confidence. But we see glimpses of such a bright personality. Girls, the judges and I have serious doubts if there's enough time in this competition for you to make the transformation to be Australia's Next Top Model. Based on that decision, we have decided to eliminate both of you.⁴³³

The double elimination surprised all of the women. Natalie said, "I was in a bit of shock that I got eliminated. I think I've been good enough to have gone a bit further and see some of the shorter girls leave a bit earlier."⁴³⁴ Rebecca said, "I'm quite upset. I'm not sure what I'm going to be doing with myself, because confidence is a big issue."⁴³⁵ Both women opined about who they thought would win *AusNTM*. Natalie initially thought the competition would come down to Simone and Eboni, but now believed Louise might be

⁴³³ "Models 24/7." *Australia's Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

⁴³⁴ *Ibid.*

⁴³⁵ "Models 24/7." *Australia's Next Top Model*. Host Erika Heynatz. 4 Jan 2006. Television.

in the final three. Rebecca believed Simone had a good chance of winning because she had an “amazing look”.

Natalie believed she was smarter than the other women. Perhaps her intellect did not impress the judges. She said a few nasty things about the other models, but for the most part, she seemed boring. It seems likely that the producers and editors felt they could not craft appealing story arcs about this model that embodied the Intelligent Woman archetype.

Cycle 2, Episode 2

For this episode, the archetypes Insecure Girl, The Princess and The Party Girl were examined. Louise was very insecure throughout the duration of the competition. Jessica and Sophie also lacked confidence and were identified as IGs. Hiranthi, again, lived up to the stereotype of being a “princess”. And Madeleine loved being outgoing and outrageous. She wanted to be a model, but more importantly, she wanted to party and have fun.

At the beginning of this episode, the women were still reeling from the recent double elimination. Jessica thought Hiranthi should have been eliminated because she was difficult to live with – she’d gotten the nickname “princess” because she did not do anything around the house.

The women received an Erika Mail that implied they would be receiving makeovers. Michael Ansalini and Jane Wild – Jane Wild and her team had assessed all of the girls’ current looks and said they could come up with something that’s more flattering and more “now”. They were going to dye Louise’s hair red and she hated red

hair. She was told that if she wanted to be a model, she needed to dye her hair. Louise kept asking how red her hair was going to be. Louise said, “I’m not going to stay with this color. No matter how many compliments, I’m not going to like it. I guess this hair is good for modeling. I understand that. Of course, I’m going to keep it if I want to do modeling, which I do.”⁴³⁶ Erika liked the new looks the women were sporting. She thought they all looked fantastic. She told the women they needed to learn trust. They needed to trust stylists and they needed to trust hairdressers. Erika and the stylists were trying to determine who did the best as far as getting their hair done differently – how did they react? Jessica won and received a ceramic flat iron and some other products to help with her new hair because she handled it so well.

The women received an Erika Mail that said they needed to retrain their make-up skills. After the make-up training, they were told to wash their faces because they were heading to another location to learn a new skill. They met up with their judge, Alex Perry. He wanted them to do some improvisation and a few of the girls had to come up and try to interact with him. They had to pretend that they did not know him, but knew he was some sort of fashion mogul with whom they should interact. Simone felt that Madeleine made a bit of an idiot of herself because when Madeleine approached Alex Perry, she asked him questions like “Do you like my shoes?”⁴³⁷ Alex said he did not like

⁴³⁶ “The Girl That Starts a Romance.” *Australia’s Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴³⁷ “The Girl That Starts a Romance.” *Australia’s Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

her shoes so Madeleine said, "Okay, I don't like your watch."⁴³⁸ Eboni thought it was in poor taste for Madeleine to have criticized Alex's watch.

Alex had another challenge for them. He took them to a room filled with dresses and shoes. There was a gathering of fashion people, photographers, designers, other models and the women would have to get dressed, made up and mingle with them. They had a makeup challenge where they were paired off and they going to have three minute to do their partner's makeup. The women who finished applying make-up first would get the first pick of the dresses. There were ten dresses available, some much more beautiful than others. Out of seemingly nowhere, Jessica said, "I get real friend crushes on people, and I definitely have a friend crush on Madeleine. I think if I didn't have a boyfriend, I'd probably go there."⁴³⁹

The women mingled at the party with actors who were playing fashion people. The actors were going to be extremely tough on the models. Louise said, "I felt when I first walked in, quite intimidated, because these are prominent people in the fashion industry."⁴⁴⁰ It was not particularly surprising that Louise felt intimidated because she exhibited Insecure Girl behavior throughout the competition. Louise said there was a photographer at the party and he came up to the women and was very rude. He picked on her for her red hair. He told her that her hair looked like crap.

According to the photographer, Sarah was very bitchy. Lara talked about how Hiranthi was telling people at the gathering about her eyebrows getting shaved off.

⁴³⁸ Ibid.

⁴³⁹ Ibid.

⁴⁴⁰ Ibid.

Hiranthi told others that Lara had done so in a really malicious, jealous way. Hiranthi said she felt right to say those things because she was the victim of Lara's actions. Lara said, "It just sort like made me feel sort of embarrassed."⁴⁴¹

The photographer told the women that the party was over. The winner of the party challenge was going to get to attend a big party in Melbourne. They would ride in a limousine, receive a gorgeous dress to wear and there would be fifty gorgeous eligible bachelors at the party. The winner of the challenge was Jessica, who was genuinely shocked. Caroline said, "Jesse winning it is very good for her. But, then again, I found her really insincere."⁴⁴² Jessica said, "I'm not that used to being validated. Waiting my whole life to win something was really validating. It was really encouraging, and also, I get to hang out fifty hot guys."⁴⁴³ Jessica said winning this challenge made her feel like Miss America – an interesting reference. It makes one wonder if Australians are very familiar with the Miss America pageant and, if so, why? Jessica had to pick someone in the group to go with her to the party. She picked Madeleine.

When the women returned home after the fake fashion party challenge, they had much to discuss. Louise said, "We decided to call a power house meeting just because we could get some stuff out like the cleaning issue, and make it quite clear what happened with Hiranthi today."⁴⁴⁴ Lara said, "I want to ask Hiranthi why you're bagging

⁴⁴¹ "The Girl That Starts a Romance." *Australia's Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴⁴² Ibid.

⁴⁴³ Ibid.

⁴⁴⁴ "The Girl That Starts a Romance." *Australia's Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

me to all the people tonight.”⁴⁴⁵ Hiranthi semi-denied the fact that she said bad things about Lara, but Sarah knew Hiranthi did say such things because she was standing next to Hiranthi when she said it. Lara said she regretted shaving of half of Hiranthi’s eyebrows. She was somewhat concerned about Hiranthi, “I think she might want to get revenge in a way.”⁴⁴⁶ Lara said, “They said that you said that Lara did it in a bitchy, revenge-y way.”⁴⁴⁷ Hiranthi responded, “You know, can I just say something about the eyebrow thing? Every time I look at my face, it’s always there.”⁴⁴⁸

The next thing that came up was household duties. Hiranthi said, “I can admit I haven’t done anything significant.”⁴⁴⁹ She seemed oddly unembarrassed and unfazed by her admission. Lara said, “I understand that where she’s from, she had a person to clean each couch.”⁴⁵⁰ Louise wanted to make it clear that they were not ganging up on Hiranthi. Later, Hiranthi called a friend and complained that they’ve been saying this stuff about her not cleaning things. The truth was, Hiranthi was not ever cleaning anything in the house, at least not in any footage used on *AusNTM*. She lied to her friend.

They received an Erika Mail that said, “If the shutter goes click and the lights get a tweak, be ready to go and shoot with the freak.”⁴⁵¹ The women thought they might be shooting with animals since the mail said “shoot with a freak”. They actually went to the circus, instead, and were doing a lingerie shoot. The man in charge of the shoot went up

⁴⁴⁵ Ibid.

⁴⁴⁶ Ibid.

⁴⁴⁷ Ibid.

⁴⁴⁸ Ibid.

⁴⁴⁹ Ibid.

⁴⁵⁰ Ibid.

⁴⁵¹ Ibid.

to Hiranthi and said he would not wait today. During the last photo shoot, Hiranthi hemmed and hawed about doing it. He told her, “I’m not going to wait today. You either do it or you don’t.”⁴⁵² They would be taking pictures with professional freaks, which scared Hiranthi a bit.

Madeleine said, “At the shoot, Carl the hairdresser was doing my hair, and yes there’s a rumor going around that I had kissed him. There’s a lot of sexual tension between us.”⁴⁵³ Madeleine’s commentary illustrates another significant difference between *ANTM* and *AusNTM* – there were rarely, if ever, any heterosexual male hairstylists on *ANTM*. And if someone who worked on shoots with the women ever had inappropriate relations with any of them, he/she would likely have been immediately fired.

One Insecure Girl thought she had performed well during her photo shoot. Sophie said, “Today at the photo shoot, I thought I did quite well in the shoot. I felt quite confident and comfortable.”⁴⁵⁴ Unfortunately, the photographer disagreed with her. He told the camera, “Sophie’s the tallest of the lot and she’s the most awkward as well. She doesn’t take direction well. She is scared of the camera. When you’re selling a product, you’ve got to look comfortable and she’s just kind of a little awkward.”⁴⁵⁵ The photographer found Sophie difficult to work with because she was awkward, but not in a

⁴⁵² “The Girl That Starts a Romance.” *Australia’s Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴⁵³ Ibid.

⁴⁵⁴ Ibid.

⁴⁵⁵ Ibid.

“good way”. Eboni said, “You know, we’re trying to boost her confidence. Everybody’s been trying to boost Sophie’s confidence up, but it’s up to her in the end.”⁴⁵⁶

The photographer was surprised he did not receive any complaints from Hiranthi on this shoot. Hiranthi said, “I would prefer to have the photo shoot with a woman, just on appearance. I didn’t do all the poses I would have liked to do.”⁴⁵⁷ While the photographer was pleased that Hiranthi did not complain on set, he did not see a real future for her as a model. He said, “She’s certainly not my favorite ‘nice girl’. She’ll make a very good wife for someone, but she’s not Australia’s Next Top Model.”⁴⁵⁸ He believed Louise had one of the best looking faces among the women, but she was unable to move well on set. Insecure Girl, Louise, also thought she had taken good photographs. Louise said, “I actually think I did quite well on this photo shoot.”⁴⁵⁹ The photographer asserted that Louise thinks she can just stand there and float a pose, but she really did not move around or change her look.

Eboni noticed that Madeleine went for walk somewhere (likely with Carl the hair stylist). Eboni said, “What is this chick doing? She’s only eighteen and she getting with hairdressers on set? In a modeling competition?!”⁴⁶⁰ Simone felt Madeleine was trying to make an impression on this industry and was giving the impression that she was a “cheap slut”. Madeleine said the kiss was just a peck on the lips that lasted only twenty seconds. Twenty seconds seemed awfully long for a peck on the lips. Jessica

⁴⁵⁶ “The Girl That Starts a Romance.” *Australia’s Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴⁵⁷ Ibid.

⁴⁵⁸ Ibid.

⁴⁵⁹ Ibid.

⁴⁶⁰ Ibid.

commented on the hairdresser Madeleine kissed, “Actually, I think he’d go out with any of us. He’s a man-whore.”⁴⁶¹ Louise called her boyfriend to tell him about Madeleine “hooking up” with the male hairstylist. She then admitted to him that she missed him and was horny. Jessica called her boyfriend and told him that all of the women in the house were horny.

The women received another Erika Mail that said, “Winners are grinners. Pack your bags. Your chariot awaits.”⁴⁶² Jessica won the makeover challenge and she and Madeleine were going to the *Cleo* Bachelor Party in Melbourne. Caroline said, “I think Madeleine will have a blast. She always takes advantage of situations and pretty boys.”⁴⁶³ When Jessica and Madeleine got off the plane in Melbourne, Madeleine said, “I think this is going to be a fantastic evening. I can just feel it.”⁴⁶⁴

While Jessica and Madeleine were getting ready to party in Melbourne, the executive housekeeper of the Sydney Hilton Hotel (where the model apartment was located) arrived and told the rest of the women they were going to clean the house from top to bottom. The executive housekeeper said, “When I entered the house this morning, I have to say I was somewhat horrified because I didn’t believe with this number of girls, I didn’t believe anyone could work so hard to make it so messy.”⁴⁶⁵ Eboni said, “Everyone was, you know, moving around doing the cleaning. Hiranthi was in the

⁴⁶¹ “The Girl That Starts a Romance.” *Australia’s Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴⁶² Ibid.

⁴⁶³ Ibid.

⁴⁶⁴ Ibid.

⁴⁶⁵ Ibid.

bathroom washing her face and Hiranthi's putting on make-up and not really helping cleaning."⁴⁶⁶

Back to Madeleine and Jessica... They were greeted by two handsome Australian athletes who took them to a restaurant called Synch. After dinner, the four went to shop for appropriate party dresses for the women. When the women arrived at their hotel room, there were gifts from Napoleon cosmetics and new dresses on their beds. Madeleine said of the party, "My mission basically was to see who I guessed I could be with."⁴⁶⁷ Jessica said it was one thing to be a party animal, and another thing to flirt with every man in the room and dance very sexually on the bar. Madeleine said, "I had a great time."⁴⁶⁸ Jessica said, "About two o'clock, the party wrapped up and we had to think, comeback to here, comeback to there. I wasn't going to do that. Madeleine hooked up with this guy."⁴⁶⁹ Madeleine arrived at their hotel room the next morning and Jessica said directly to camera, "I know if I'd been invited along by someone, I'd definitely make an effort to, you know, just check up on them, which she didn't do at all."⁴⁷⁰ Madeleine said she was not thinking of Jessica at all because she was having too much fun. "What happened," Jessica said, "was Madeleine had dirty sex."⁴⁷¹ She added, "Now I don't feel

⁴⁶⁶ "The Girl That Starts a Romance." *Australia's Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴⁶⁷ Ibid.

⁴⁶⁸ Ibid.

⁴⁶⁹ Ibid.

⁴⁷⁰ Ibid.

⁴⁷¹ Ibid.

close to Madeleine after this experience. Certainly not at all.”⁴⁷² Jessica finally recognized Madeleine as a party girl.

The next morning, the women received an Erika Mail that said, “There’s no need for furrowed brow over this outing. Be ready in fifteen minutes.” When Jessica and Madeleine returned to the apartment, everyone was excited to find out about the party they attended. Before anyone had a chance to discuss the party, the women went to an eyebrow salon to have their eyebrows groomed. Jessica said, “No one was interested in the time I had. They were all interested in Madeleine, who she slept with.”⁴⁷³ Overall, Jessica believed she had a better experience at the party than Madeleine. Madeleine told the women that she went out and got what she wanted. Sarah disapproved, “She’s supposed to be acting like a model, not sort of skanking around.”⁴⁷⁴

After the eyebrow salon, the women received another Erika Mail, “All work and no play make very dull models. Your restaurant is booked, and you have a very special guest waiting.”⁴⁷⁵ They went to the restaurant and met their special guest, Jemma, the winner of the first cycle of *AusNTM*. Jemma had presents for each of them – she gave the women diaries with their names on them.

When the women arrived at home, there was yet another Erika Mail, “Have you learned enough to impress the judges? Work it or be eliminated.” Simone, Louise and Lara went into the confession room to discuss the next elimination. They were all a bit

⁴⁷² “The Girl That Starts a Romance.” *Australia’s Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴⁷³ Ibid.

⁴⁷⁴ Ibid.

⁴⁷⁵ Ibid.

nervous, but thought they knew a few candidates who were “ready to go”. Caroline was their best guess about who would be eliminated. Lara commented that Madeleine needed to work on “keeping her legs closed”.⁴⁷⁶ While the models enjoyed hearing about Madeleine’s “adventures”, they seemed to disapprove of her overall behavior.

At elimination the next day, the guest judge was the co-founder of Napoleon Cosmetics, Emanuel Perdis. Erika told the women, “This week you learned you need to present the whole package. That includes personality and appearance.”⁴⁷⁷

Most of the judges enjoyed Jessica’s picture. While Jessica was still an Insecure Girl, she was positive about her photo, “I don’t know a lot about photography, but personally, I love it.”⁴⁷⁸ Louise reacted badly when she saw her photograph. Erika said, “Back up a bit. It’s always with the negative comments about your pictures.”⁴⁷⁹ They liked Louise’s photo, but were unhappy with how long it took the photographer to take it (no specific number was given other than it took several hours to get a good pose out of Louise).

The judges deliberated and called the women back into the room. Sarah and Sophie were up for elimination. Erika said,

Sophie, you’re not comfortable in your own skin. No amount of potential is worth anything unless you have enthusiasm, and you do have great potential. Sarah, you insist on clinging to an old look, and we don’t feel you’re taking advantage of the opportunities we’re offering you. This is a once in a lifetime chance.⁴⁸⁰

⁴⁷⁶ “The Girl That Starts a Romance.” *Australia’s Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴⁷⁷ Ibid.

⁴⁷⁸ Ibid.

⁴⁷⁹ Ibid.

⁴⁸⁰ Ibid.

Sophie was eliminated. She said, “I’m disappointed that I think it was probably the right decision.”⁴⁸¹ She thought the judges were right to eliminate her. She added, “But I think in terms of modeling, I’m still going to try to get into it. I think Eboni’s going to win the competition.”⁴⁸² Sophie was an Insecure Girl even after she was eliminated. She even agreed with the judges’ decision to keep Sarah instead of her.

Cycle 2, Episode 3

For this episode, the archetypes of The Joker and the Intelligent Woman were examined. While women on *ANTM* probably pulled pranks on each other, it was never the focus of story arcs. On *AusNTM*, the editors and producers zeroed in on Lara’s fun-loving, jokey personality. Caroline continued to study for her exams and unintentionally alarmed Erika regarding her seeming lack of focus on modeling.

The women received an Erika Mail, “It’s time to release your inhibitions and realize all the world’s a stage.”⁴⁸³ Caroline figured they would be having an acting task. She was correct. The women arrived at Australia’s National Institute of Dramatic Arts (NIDA) and met Mark Gual, who was the director and acting tutor at the school. He gave them a “crash course” in acting.

⁴⁸¹ “The Girl That Starts a Romance.” *Australia’s Next Top Model*. Host Erika Heynatz. 11 Jan 2006. Television.

⁴⁸² Ibid.

⁴⁸³ “Letting Out Emotions.” *Australia’s Next Top Model*. Host Erika Heynatz. 18 Jan 2006. Television.

At the end of their day at the NIDA, the women received another Erika Mail, “I hope you’ve waxed your pretty legs. Time to have some fun in the water, model style.”⁴⁸⁴

The women were instructed to go to the beach and they saw a boat. There were a few handsome men waiting for them to take them sailing around Sydney harbor.

Back at the house, Caroline left a voicemail for her boyfriend, wondering if she should stay in the competition or go home and seriously study for her law school exams. Her focus was divided and she seemed to want to leave the competition to pursue academia.

Their trainer woke the women up the next morning. A few of the girls had injuries, so they had to go down to the gym to work out. The rest of the women went for a jog. After the workout, they received an Erika Mail, “Tonight, let all of your inhibitions go and prepare yourselves to shine like stars.”⁴⁸⁵ Caroline said, “I think we all had an idea that we’d be doing something that had to do with theater or sports.”⁴⁸⁶ They were brought to a pub and realized they were going to be the entertainment. They would be doing an improvisation challenge and whoever won, would receive a very big prize – they were not informed about what the prize would be, just that it was “very big”. Lara won the competition and a role in a commercial for an Australian toothpaste, Macleans. Lara chose Eboni and Sarah to star in the commercial with her.

Back at the house, Lara opened a closet door, wondering who’s wardrobe was in it. She wrapped up the shoes in toilet paper (she found the idea of doing so hilarious).

⁴⁸⁴ “Letting Out Emotions.” *Australia’s Next Top Model*. Host Erika Heynatz. 18 Jan 2006. Television.

⁴⁸⁵ Ibid.

⁴⁸⁶ Ibid.

She assumed it was Madeleine's closet and wrapped the shoes in toilet paper because Madeleine had been annoying her recently. Lara was a prankster and she enjoyed playing tricks on the other women.

Erika came to the house and told the women they would receive manicures and pedicures while she met with each model for one-on-one conversations. Erika said their one-on-ones were going to be "Oprah style". When Erika spoke to Caroline, she said she noticed that Caroline was somewhat preoccupied with her law school exams. Caroline told her, "I think truthfully it would be easier to become a top lawyer than to become a top model."⁴⁸⁷ Erika responded, "I like to imagine that you're in this to win this."⁴⁸⁸ Erika was concerned that Caroline was more focused on a law career than modeling. After Erika left, Madeleine discovered her toilet paper covered shoes. She did not know who wrapped them, but thought whoever did it was very immature.

The women went to shoot the commercial. While Lara, Eboni and Sarah were in hair and makeup, the rest of the women were told they would be working on the commercial, too, just not on camera. They had to open boxes of toothpaste, run errands, take coffee orders for everyone on set, deliver lunches, etc. The producer of the commercial soon sent everyone home because he no longer needed the women's assistance. He kept Caroline behind to help with the next shoot of the commercial. She did not want to stay. She wanted to study for her exams. He did not really have any jobs

⁴⁸⁷ "Letting Out Emotions." *Australia's Next Top Model*. Host Erika Heynatz. 18 Jan 2006. Television.

⁴⁸⁸ Ibid.

for her to do and she did not like staying somewhere, doing nothing when she could have been studying.

Caroline texted her mother, letting her know the commercial shoot went well, but she stayed up until 3:00AM studying and they had to get up at 7:00AM. She was tired and when she studied for her exams, she became even more tired. She asked her mother if she should stay in the competition and see how it went for the next couple of weeks or should she drop out to study full time. Her mother encouraged her to stay in the competition.

The women received another Erika Mail, “Some like it hot and you will too. Time to show some emotion when directed to.”⁴⁸⁹ They were going to be tragic screen sirens in the next photo shoot. Georges Antoni, one of their judges, was the photographer for this shoot. The women would have to draw emotions from a bag and act it out in front of the camera. The emotions chosen by the women were: Lara was “shocked”, Caroline was “sad”, Simone was “seductive”, Eboni was “angry”, Hiranthi was “dreamy”, Jessica was “laughing”, Sarah was “joyful”, Louise was “fearful” and Madeleine’s emotion was “screaming anger”. Erika showed up to observe the women on the photo shoot. The shoot lasted until 4:30 in the morning.

They received another Erika Mail, “All the world’s a stage, but will the judges give you an encore performance. Who will exit, stage left. Prepare to be eliminated.”⁴⁹⁰ At judging, Erika told the women, “Hi girls. It’s been an emotional week this week.

⁴⁸⁹ “Letting Out Emotions.” *Australia’s Next Top Model*. Host Erika Heynatz. 18 Jan 2006. Television.

⁴⁹⁰ Ibid.

You've discovered that modeling requires you to draw on emotions to play different characters. And tonight, it's going to be even more emotional because we're about to make another cut."⁴⁹¹ The guest judge was Mark Gaul, the director/acting tutor from NIDA. They were going to look at the women's photographs, but had an acting challenge for them first. Each woman received a prop and had to improvise a commercial about the product.

Erika was happy with Caroline's photograph because she showed real emotion. The judges loved Lara's photo. The women left the room while the judges deliberated. Alex thought Sarah's photo was one of the weakest shots. He said, "As far as the whole package goes, I think Sarah's probably the weakest."⁴⁹²

Sarah and Jessica were in the bottom two. Erika told them,

Jessica, your beauty's very unconventional, but we have some concerns about your commercial versatility. Sarah, you're a real trooper on your photo shoots, but we're concerned about the range of work available to you. While you may be a great actress, you have a questionable attitude.⁴⁹³

Sarah was eliminated and was not happy about it. She said, "I'm actually a bit pissed off about getting eliminated. I thought Hiranthi would be going tonight. I don't like any of her shots so far."⁴⁹⁴ Sarah thought she would be staying another week. She said, "My ideal career path from here would be acting/modeling. I hope Louise will win the

⁴⁹¹ "Letting Out Emotions." *Australia's Next Top Model*. Host Erika Heynatz. 18 Jan 2006. Television.

⁴⁹² Ibid.

⁴⁹³ Ibid.

⁴⁹⁴ Ibid.

competition and I think she can and I hope she will.”⁴⁹⁵ Sarah was in the bottom two for a third consecutive week – it did not seem surprising that she was finally eliminated.

Caroline struggled with her aspirations this episode. While part of her wanted to be a professional model, she enjoyed academia and wanted to study law. Lara’s funny, joke-loving personality paid off for her when she won the improvisation challenge. It did not matter if she won the title of “Australia’s Next Top Model”; she was going to be in a national advertising campaign.

Cycle 2, Episode 4

For this episode, four archetypes were examined: The Princess, the Bad-Ass but Nice Woman, the Woman with a Tragic Back Story and the Insecure Girl. Hiranthi, of course, acted like a princess throughout the competition. This particular episode illustrates how her behavior and how the other women perceived her, cemented her archetype definition. Eboni exhibited behavior of two archetypes this episode – the “Bad Ass” but Nice Woman and the Woman with a Tragic Back Story. Eboni made decisions and engaged in behavior during this episode that supported her BAbNW archetype. She also showed great vulnerability when describing her health problems, allowing viewers to learn about her tragic back-story. And once again, Louise repeatedly expressed how she lacked confidence and was terrified she would be sent home.

⁴⁹⁵ “Letting Out Emotions.” *Australia’s Next Top Model*. Host Erika Heynatz. 18 Jan 2006. Television.

Louise said she was quite upset that Sarah was gone. She was one of Louise's best friends in the house. Madeleine thought Caroline should have been eliminated because she was more interested in taking her law school exams.

An Erika Mail arrived, "I spy with my little eye something beginning with "T". Pack your bags." Caroline said, "We packed everything."⁴⁹⁶ The women did not know where they were going. Simone said, "We weren't really sure. We were going somewhere. We thought Melbourne maybe."⁴⁹⁷ Madeleine said, "You know, about an hour and a half later, we arrived at a horse riding camp."⁴⁹⁸ Lara said, "We all got kind of excited because we thought we were going horse riding, and then we went straight past the horse riding signs. It was pouring, absolutely bucketing down with rain."⁴⁹⁹ Erika greeted them in a wooded area. She said,

I bet you're wondering what we're doing in the bush. As a model, you have to learn about teamwork, trust. Modeling's all about trusting your instincts and everyone around you, photographers, stylists, art directors, entire creative teams. So, there's no quicker way to learn about yourself than getting back to basics. This is Tim Gervais, he's an adventurer. He's trekked 2,000 miles to the South Pole and survived. I think he's the right man to guide you.⁵⁰⁰

Tim Gervais told the women that he'd been to both the North and South Poles and Australia's deserted unsupported. "Unsupported" means carrying only what a person might need, not bringing any luxuries. He hoped the women would learn a lot about teamwork and trust. Louise said, "We found we're going to be camping and we're going

⁴⁹⁶ "Getting Back to Basics." *Australia's Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁴⁹⁷ Ibid.

⁴⁹⁸ Ibid.

⁴⁹⁹ Ibid.

⁵⁰⁰ Ibid.

on a trek.”⁵⁰¹ The women changed clothes and then Erika and Tim went through their bags to pull out anything they would not need. They were allowed to bring one pair of underwear, no make-up. They were not allowed to bring toiletries. They could bring one spare pair of socks. Hiranthi said, “I don’t have socks that match my shoes!”⁵⁰² Clearly, matching socks were not necessary for trekking/camping in the bush. Erika said, “Now that you’ve been stripped of all your luxuries, this is a great opportunity for each of you to learn a little more about yourselves. Have fun.”⁵⁰³ She told Tim to look after her girls.

Everyone began hiking. Eboni became slightly bored while hiking so she decided to play a prank. She said to camera, “We’re on the trek and we come across so many piles of horse shit. As a kid, I used to have horse shit fights with my brothers and cow pie fights, which were even better.”⁵⁰⁴ Her BABNW archetype behavior was about to reveal itself. Eboni picked up a handful of horse dung and thought, “Who am I going to hit with it?”⁵⁰⁵ From whom would she illicit the best reaction? She threw it at Hiranthi. Hiranthi turned around and Eboni innocently looked away. The idea of having “poo stuck in her hair” upset Hiranthi. She thought Lara must have thrown it. Lara denied throwing it even though she thought it was incredibly funny. It makes sense that Lara would appreciate Eboni’s joke – she had already shaved off Hiranthi’s eyebrows.

Tim told the women to stop walking. He said, “We’ve done this massive trek, you know. I’m very proud of you guys, but now I’m going to see whether or not you’ve

⁵⁰¹ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵⁰² Ibid.

⁵⁰³ Ibid.

⁵⁰⁴ Ibid.

⁵⁰⁵ Ibid.

been listening.”⁵⁰⁶ He challenged them to find their way back to the campsite without his assistance. Simone said, “And then we were left to navigate back to our base camp.”⁵⁰⁷ She thought the challenge was a good idea and thought it was nice to see everyone working together.

They found their base camp. There were two tents, one big enough for five people, and the other big enough for three people. They built a campfire and the women individually reflected on their day. Simone said, “I really enjoyed today because I feel the group’s a lot closer since elimination.”⁵⁰⁸ Eboni felt the group had gained something important. She said, “Trust is a major issue here. We had to trust.”⁵⁰⁹ Lara said she felt horrible, scared and wanted to go home. Jessica and Hiranthi conversed in one of the tents. They did not like Caroline. Hiranthi said something about how she was biding her time... to do what? It seems clear she wanted to do something to Caroline and was waiting for the right moment to do so. The women in the other tent said they could hear the two women talking and asked them to be quiet. Caroline asked, “Why does everybody bitch about me?”⁵¹⁰

Several women found camping the perfect opportunity to prank the others.

Simone said,

I’m the last one up tonight, and all the girls have actually gone to bed. Lara’s actually played a few pranks on everyone in the house and I know it’s her and I’m

⁵⁰⁶ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵⁰⁷ Ibid.

⁵⁰⁸ Ibid.

⁵⁰⁹ Ibid.

⁵¹⁰ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

going to get her back tonight. I'm going to go on a bit of a hunt and leave a present on her pillow.⁵¹¹

She, like Hiranthi, thought Lara was the one who threw horse dung earlier. Neither knew it was actually Eboni who had done it. She picked up horse manure and put it between the heads of Lara and Caroline. Madeleine said, "We woke up the next morning and there was horse poop between Caroline and Lara's heads."⁵¹² Madeleine thought Lara was angry and that her first reaction seemed to be wanting revenge. Simone seemed to feel justified because she believed Lara had started the "horse poo" throwing. Simone pretended to be ignorant about the manure between the women's heads, but told the camera, "I have an idea of who put the horse manure in Lara's bed."⁵¹³ Yes, she knew who did it because it was her.

Tim arrived a little later and told the women they were going to hike more. The women were not excited to walk again. Concern was growing among everyone about the condition of Eboni's back (this is the first time her back problems were mentioned this cycle). Caroline said, "Eboni's back isn't in really good shape."⁵¹⁴ Louise said, "Eboni's back is really, really bad. I was trying to massage it last night and it was going into spasms."⁵¹⁵ Eboni talked to Tim about her back problems and how she was losing strength in her arms. She worried she would have to leave the competition since she could not do the hike a second day. Tim said, "We can't have you in such pain. We're

⁵¹¹ "Getting Back to Basics." *Australia's Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵¹² Ibid.

⁵¹³ Ibid.

⁵¹⁴ Ibid.

⁵¹⁵ Ibid.

going to have to send you to the city. Get it sorted out, okay?”⁵¹⁶ And then, she was gone. Lara said, “And she just ended up leaving and going to see a doctor about her back because she hurt it really bad in a car accident a while ago.”⁵¹⁷ Some wondered if Eboni would return to the competition. Madeleine seemed almost relieved Eboni was gone. She said, “When Eboni’s around, there’s kind of a domineering thing going on there. When she wasn’t there, it was different. I felt like we were all on the same level.”⁵¹⁸

After hiking, the women had to repel down the side of a “mountain”. Hiranthi’s fear of heights became an issue again. Jessica said, “Hiranthi has a fear of heights. It’s quite extreme. I thought it was very brave of her to even go to the edge. Hiranthi is already scared, she had tears coming out of her eyes.”⁵¹⁹ Tim observed and commented on a few of the women. He said, “Louise seems to be the kind of person who enjoys getting reassurance from people.”⁵²⁰ He seemed irritated by her insecure behavior. She repeatedly asked him, “Am I doing well, am I looking good?”⁵²¹ When they went back to the campsite, Erika greeted them,

One girl has shown us above and beyond that she’s learned a lot about herself and has been achieving things in the wild. That girl will be spending the night in the lap of luxury. The lap of luxury is a big, fancy mobile home. The luxury accommodations will include hot showers, a masseuse to rub away your weary, weary muscles, and a hairdresser.⁵²²

⁵¹⁶ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵¹⁷ Ibid.

⁵¹⁸ Ibid.

⁵¹⁹ Ibid.

⁵²⁰ Ibid.

⁵²¹ Ibid.

⁵²² Ibid.

Simone won because she showed “the best leadership” over the few days. She chose two friends to join her in her luxury accommodations. She chose Louise and Caroline. She seemed to be acting as a peacemaker when she decided to invite them. She said, “They’ve had a bit of a rift recently and I thought that we could share this nice prize and it would bring them closer together.”⁵²³ The other women spent the night in the tents again.

Carl, the heterosexual hairdresser, was at the campsite which peaked Madeleine’s interest. She talked about how she had kissed him during the photo shoot at the freak show and how there was a lot of sexual tension between them. The next day, Caroline said, “I was half asleep and this guy came and sat on my bed. It was one of the hairdressers. His name is Carl and he was saying stuff like ‘Oh, I just want to kiss you’ and like that sort of stuff. And I was like, ‘Oh my gosh!’”⁵²⁴ Lara did not believe that Carl hit on Caroline. Hiranthi said she saw Madeleine and Carl get a bit cozy by the fire, so she just went to bed. She added, “And Madeleine and Carl ended up in one of the tents together.” Madeleine tried to deny that anything happened between her and Carl. She said, “Nothing happened in the tent with Carl. We just cuddled. That’s it. I’m sure the cameras in the tent will show a bit of movement, but nothing happened. That’s the truth.”⁵²⁵ Viewing the footage from the cameras in the tent, it was clear that Madeleine, ever the Party Girl, lied. Perhaps she had a special definition of “cuddling”.

⁵²³ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵²⁴ Ibid.

⁵²⁵ Ibid.

Michael Azzollini, the fashion stylist on all of the photo shoots, woke the women up the next day, “C’mon, shoot time. Let’s go.”⁵²⁶ He had bush showers up the road for the women to use. Louise, Caroline and Simone had hot showers in the mobile home while the rest of the women used cold water bush showers. Michael told Hiranthi, “I can’t believe even in this cold water, you still take longer than anybody else.”⁵²⁷ Jessica admired Hiranthi, “I don’t know how Hiranthi managed, but she still managed to have a long shower. She’s pretty good like that.”⁵²⁸ So, even though Hiranthi’s princess-like behavior generally annoyed everyone, some people could not help but admire how she almost always got her own way.

Their photo shoot was going to be based on colonial and pioneer bush women. They would be photographed on a farm and work with live animals. The women wondered about Eboni’s fate. Michael told them, “Eboni, she may be coming. I’m not sure yet.”⁵²⁹ When he learned any new information, he would tell the women. Shortly after, Eboni arrived. She said, “I sure had butterflies in my stomach when I came back, just because I didn’t know how the girls were going to take the whole thing, you know.”⁵³⁰ Simone was pleased that Eboni returned. She said, “When Eboni showed up at the shoot, it was quite a nice surprise because we didn’t know if she’d be coming back

⁵²⁶ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵²⁷ Ibid.

⁵²⁸ Ibid.

⁵²⁹ Ibid.

⁵³⁰ Ibid.

or she'd be leaving the competition."⁵³¹ Eboni continued to worry about the other women's reactions, "I don't want them to think I had an advantage over them because I didn't stay in the bush that night."⁵³²

While getting her make-up done, Caroline talked about Carl hitting on her the night before, "...there's no way in hell I was flirting with him at all."⁵³³ According to Eboni, Carl talked to the other hairdressers and said Caroline had pushed herself on him and he had rejected her. Caroline responded, "I'd rather be with a barking dog's asshole than with him."⁵³⁴ Jessica thought, "It seems a big he said/she said to me."⁵³⁵ Caroline told Carl, "I was not flirting with you. I was going to sleep."⁵³⁶ Carl said, "Right, so now you're going to tell other people that I'm trying to kiss you and stuff. This is shit."⁵³⁷ He angrily continued, "If you think you little fucking princesses can fuck with my existence by saying shit like that, you've got another thing coming."⁵³⁸ They continued to argue. Lara did not really believe Caroline – she did not think Caroline was wrong, she just did not think it happened exactly the way she had said. Madeleine admitted that she pushed herself on Carl at the freak show photo shoot, so she found it odd that Carl would "push himself on Caroline or anyone else."⁵³⁹ Caroline warned Madeleine that she should stay away from Carl because he was "bad news". Carl said, "To then say that kind of stuff to

⁵³¹ "Getting Back to Basics." *Australia's Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵³² Ibid.

⁵³³ Ibid.

⁵³⁴ Ibid.

⁵³⁵ Ibid.

⁵³⁶ Ibid.

⁵³⁷ Ibid.

⁵³⁸ Ibid.

⁵³⁹ Ibid.

Madeleine and get a reaction out of her is horrible.”⁵⁴⁰ He recognized he should have been more professional with Madeleine and decided it was best for him to leave.

Incidentally, if any person working on *ANTM* was physically involved with a model on the show, it seems likely he/she would be immediately fired. And depending on said model’s age, criminal charges might have been filed. In some ways, it seems that *ANTM* is more protective of their models than *AusNTM*. Unfortunately, it is unclear if the level of protection exhibited by those in charge on *ANTM* exists because they genuinely care for the models or if they fear being sued in the lawsuit-hungry United States.

Nick Leary was their photographer for the shoot. He thought Simone “killed it” from the start. He could tell she really enjoyed the shoot. Nick and the fashion stylist had issues with Louise because she did not really know how to move in front of the camera. Lara said, “Louise doesn’t think her photo’s that good, but she says that every photo shoot.” The women seemed tired of Louise’s insecurities. Madeleine did not think Louise should complain so much during photo shoots. It seemed unprofessional.

Hiranthi said of her own photo shoot, “I’m not used to handling a duck at all.”⁵⁴¹ Nick kept asking Hiranthi to frown for her photograph and she was not able to do it. Michael said he would not book Hiranthi because it was “too hard”. Nick said, “For some reason, she doesn’t seem to get it.”⁵⁴² Hiranthi did not enjoy working hard to create

⁵⁴⁰ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵⁴¹ Ibid.

⁵⁴² Ibid.

a dynamic photograph. She seemed to rely on her self-perceived incredible beauty and did not think she needed to move around on a photo shoot.

The women went back to their apartment in Sydney. An Erika Mail was waiting for them, “Time to kick up your heels and wet your whistle, model style.”⁵⁴³ They were very excited to get dressed up and go out for cocktails and fun. They went to a pub and a semi-popular Australian band performed for them. If the women on *AusNTM* had a difficult day either from shooting photographs or camping in the bush, it was likely that alcohol would be offered to them as a reward.

The next morning, another Erika Mail arrived, “Do you trust yourself enough to survive in this competition? There’ll be another elimination today.”⁵⁴⁴ Eboni was not feeling confident about going into elimination because she feared her having to leave the campsite because of her back would reflect poorly on her. Hiranthi said, “Caroline might be eliminated. Kind of out of everyone, I hope she goes.”⁵⁴⁵

Nick Leary was the guest judge at elimination. The challenge in the judging room was that the women had to pose with live snakes. Louise had difficulty posing. Erika said, “It’s a snake, not a necklace.”⁵⁴⁶ Louise said she just did not know how to pose with a snake and she did not want to hurt him. Nick Leary asked her, “If you had ten seconds to shoot a great picture, what would you do?”⁵⁴⁷ Again, Louise did not know. Her insecurities and lack of confidence seemed to get the best of her, whether she was in

⁵⁴³ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵⁴⁴ Ibid.

⁵⁴⁵ Ibid.

⁵⁴⁶ Ibid.

⁵⁴⁷ Ibid.

front of the camera or at a judging session. Her picture popped up for judging. Louise was happy with her photograph. Alex Perry said, “That girl just looks... she’s gorgeous. She’s just so relaxed and beautiful. And that’s you. You look like that.”⁵⁴⁸ Georges did not think she did enough with her face and body in the photo. Erika liked it, “I think you did a great job.”⁵⁴⁹

Next up was Eboni. Victoria asked her, “What did you learn about yourself this week?”⁵⁵⁰ Eboni replied, “About myself, put trust in other people.”⁵⁵¹ It was time to evaluate her photograph. Nick said, “Eboni, I love shooting pictures of you.”⁵⁵² Erika liked Eboni’s picture a lot. The judges asked Eboni about her back injury. Alex asked, “Is it a straight up back injury?”⁵⁵³ Eboni said, “Yeah, basically, I was just involved in a car accident.”⁵⁵⁴ Erika wanted to know if she was healthy enough to complete the rest of the competition. Eboni said, “I’m feeling pretty much 80% better and I’m just getting better as the days go on.”⁵⁵⁵

They looked at Hiranthi’s photograph next. Hiranthi liked it, “I think it’s really cool and funky and the general concept really was fun.”⁵⁵⁶ Nick disagreed, “I don’t think it’s good of you.”⁵⁵⁷ Alex greatly disliked her picture, “I think the shot was particularly

⁵⁴⁸ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵⁴⁹ Ibid.

⁵⁵⁰ Ibid.

⁵⁵¹ Ibid.

⁵⁵² Ibid.

⁵⁵³ Ibid.

⁵⁵⁴ Ibid.

⁵⁵⁵ Ibid.

⁵⁵⁶ Ibid.

⁵⁵⁷ Ibid.

diabolical in every way.”⁵⁵⁸ Georges said, “I think everyone’s been given sort of the same kind of canvas to work on, and some people have managed to pull off the mood. I don’t feel that in this picture of Hiranthi.”⁵⁵⁹

The women left the room while the judges deliberated. The judges agreed that Eboni, Simone and Madeleine should stay in the competition. They discussed Hiranthi’s photo again. Georges said, “The thing for me with Hiranthi’s images is that there always seems to be a vacancy in the face.”⁵⁶⁰ Victoria thought Hiranthi’s photo was “downright ugly”. Erika began discussing Louise,

On a professional shoot, if Louise is to be the model booked, and took one photograph and said, ‘Is that all right?’ and then took another photograph and says, ‘I’m not sure about that,’ it would take twice the amount of time to get it down.⁵⁶¹

Victoria thought it was getting boring having to deal with Louise’s lack of confidence and her inability to pose easily. Alex said, “I would never book her like that. Models need to be fundamentally confident.”⁵⁶² Georges said, “Nick and I both agree that trying to get anything out of Hiranthi’s face is exceptionally difficult.” He thought the bottom two should be Hiranthi and Caroline.

When Erika called Louise’s name, she said, “Your confidence is still an issue. You don’t believe in yourself. How can you expect clients to believe in you?”⁵⁶³

⁵⁵⁸ “Getting Back to Basics.” *Australia’s Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵⁵⁹ Ibid.

⁵⁶⁰ Ibid.

⁵⁶¹ Ibid.

⁵⁶² Ibid.

⁵⁶³ Ibid.

Caroline and Hiranthi were the bottom two. Erika had both women step forward and said,

Caroline, your photo shoot last week showed so much emotion, and this week, we're surprised because you have the best look to pull off this character, and it didn't happen. Hiranthi, every week, we ask you to show more emotion in your photos. We see a glimpse of it, but we're just not sure whether we're ever going to see you shine.⁵⁶⁴

Hiranthi was eliminated. She spoke like *The Princess* to the very end. She blamed the make-up artists for her bad photographs. Upon hearing about her elimination, Hiranthi said, "I just felt like in every occasion, the make-up just didn't do justice for me.

Caroline should have gone instead. I think Simone has a really good chance of winning."⁵⁶⁵

When women are eliminated on *ANTM* and they have their exit interview, they are not often asked who they think is going to win the competition. It seems like the producers of *AusNTM* wanted the exiting women's opinions on who would ultimately win.

During this episode, Louise continued to struggle with her insecurities. It seemed like her insecure attitude annoyed the judges and they were unhappy with having to constantly reassure her that she was beautiful enough to be a model. Eboni was initially her "bad ass" self this episode until her health problems interfered with her ability to continue being in the competition. At this point, it looked like Eboni was on the mend and, hopefully, her tragic back story was more or less behind her.

⁵⁶⁴ "Getting Back to Basics." *Australia's Next Top Model*. Host Erika Heynatz. 25 Jan 2006. Television.

⁵⁶⁵ Ibid.

Cycle 2, Episode 5

For this episode, four archetypes were examined: the Intelligent Woman, The Joker, the Woman with a Tragic Back Story and the Odd Seemingly Unattractive Woman. The focus will be on Caroline (IW), Lara (TJ), Eboni (WTBS) and Jessica (OSUW). It was during this episode that Lara realized she could not be joking around all of the time – she needed to exhibit a more professional attitude. Caroline struggled between wanting to stay in the competition and going home so she could genuinely concentrate on her studying. Eboni endured more health issues this episode, making her competitors believe she might not return to *AusNTM*. And Jessica learned again that she had unusual looks and the judges were uncertain if she could pull off being a top model.

Surprisingly, some of the women thought Hiranthi should not have been eliminated. Jessica said, “I think Hiri going was kind of disappointing because I could kind of see how much she was growing.”⁵⁶⁶ Eboni said, “Caroline should have been evicted tonight purely because her confidence has just plummeted.”⁵⁶⁷ Caroline did not seem to have as much confidence about her modeling as her studies. She said, “I definitely didn’t think I’d be in the bottom two. I think the more I get criticized, the more I remember how good I am at academics.”⁵⁶⁸

Caroline decided to leave the competition. She called her mother and said, “Hi Mommy. I’m very excited that I’m going to come home. I can still have a good modeling career after this, and I don’t want you to have the fantasy like you had about

⁵⁶⁶ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁵⁶⁷ Ibid.

⁵⁶⁸ Ibid.

it.”⁵⁶⁹ She did not want to disappoint her mother. She gathered the other women together for an announcement. She said,

I’ve decided to go. I kind of want to explain to you, like, why. Basically, you guys all know that I’m doing HSC and everything, and right now, I think that what I’ve realized is I have to stop looking at this like a fairytale. I don’t want to leave. I really don’t. And I know I could get really far and that you guys know I have it in me as well. I just want to thank you for, hopefully, understanding.⁵⁷⁰

The other women were not happy with Caroline for deciding to leave just after the last elimination. Madeleine said, “I thought that was incredibly selfish of Caroline to do. Incredibly. Because Hiranthi could have stayed and that pissed me off deeply.”⁵⁷¹ Jessica said, “I think Caroline realized she wasn’t going to get much farther in the competition and it was more about her leaving on her own terms, and leaving without getting eliminated.”⁵⁷² Louise did not feel too much ill will toward Caroline for leaving. She said, “I wish her the best, however, I’m very relieved that she’s gone.”⁵⁷³ Madeleine was still angry on Hiranthi’s behalf, “Caroline knew she was doing her HSC, why did she come here? Poor Hiranthi.”⁵⁷⁴

The trainer arrived with Elka Graham, an Olympic swimmer. She taught the women how to get the most out of their swimming (working the right muscles for longer, leaner, toned bodies). As Elka was talking, Eboni realized she had lost feeling in her fingertips and part of her arm. Madeleine said, “By the end of the conversation, she

⁵⁶⁹ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁵⁷⁰ Ibid.

⁵⁷¹ Ibid.

⁵⁷² Ibid.

⁵⁷³ Ibid.

⁵⁷⁴ Ibid.

realized that she lost feeling in her whole arm.”⁵⁷⁵ Jessica said, “We don’t really know what’s wrong with Eb.”⁵⁷⁶ Eboni was sent to the hospital for testing.

The women went to a dance studio where Michael Boyd, a choreographer, taught them movement because models need to know how to move well. Madeleine said, “Lara and I are pretty much the only ones who took it seriously.”⁵⁷⁷ Michael shared his opinions about the women, “Lara’s main strength is actually in her eyes. You almost don’t know you’re looking at her eyes. There’s intensity there.”⁵⁷⁸ He implied the women needed to remember that choreography because it might be part of an upcoming test.

Erika visited the women and said she had planned a “girls’ night out” with food and wine. Again, seemingly any “bonus” activity the women partook in had to involve alcohol on some level. The topic of conversation that evening was body image. Erika said, “Everybody has their little bits and pieces that they worry about. You all seem quite aware of them.”⁵⁷⁹ Erika wanted to know how each of the women felt about themselves.

Erika turned her focus to Jessica. She asked her if she went to a modeling agency and she’s not what they were really looking for, how would she react. Jessica responded, “I would probably be indignant for a few minutes and then move on.”⁵⁸⁰ Lara thought Jessica was lying. She said, “Jess was saying ‘nothing gets me upset, I’m so, so strong’

⁵⁷⁵ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁵⁷⁶ Ibid.

⁵⁷⁷ Ibid.

⁵⁷⁸ Ibid.

⁵⁷⁹ Ibid.

⁵⁸⁰ Ibid.

and she cries over not having a protein bar or eating lunch on time.”⁵⁸¹ Erika asked Jessica another question, “Okay, every modeling agency you go to has turned you down. Now, how do you feel?”⁵⁸² Jessica said, “It takes a lot to beat me down.”⁵⁸³ She felt like she had a pretty good idea of who she was. Simone said, “I would have rather have sat there and said ‘we also like crap, Jess. No, we’re fine. We’re as good as you right now, but we’re not.’”⁵⁸⁴

Erika had brought a DVD of a famous model who commented on body image. Alissa Southerland was the model and she said, “People are going to say things about the way you look. You have to have a thick skin. You won’t get by without it. Accept your faults because we all have them.”⁵⁸⁵ Erika was glad she shared the video with the women. She said,

One of the good things about getting someone like that to speak to you is that she has a great amount of self-belief. So what you project, how you feel about yourself, if you believe it, you’ll do really, really well. If you can maintain it, you’ll have a great career. Just food for thought.⁵⁸⁶

The women received Erika Mail when they got home, “Be ready by 5:00 A.M. to meet your public at your next challenge.”⁵⁸⁷ Eboni returned to the model apartment.

Simone had an emotional response to her return. Simone said,

When Eboni came home from the hospital, I was really relieved to see her. I could see that she was in a lot of pain, and I actually went and had a cry in the

⁵⁸¹ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁵⁸² Ibid.

⁵⁸³ Ibid.

⁵⁸⁴ Ibid.

⁵⁸⁵ Ibid.

⁵⁸⁶ Ibid.

⁵⁸⁷ Ibid.

house. So, this is the first time I got upset. I really felt bad for her, and it was hard to see her that way, but that's Eboni. She came home and she's still here. I think that's just awesome.⁵⁸⁸

Erika greeted the women at a department store very early the next morning. She said, "I hope you were paying close attention to your movement classes yesterday because today, right smack in the middle of the city rush hour, you'll be posing in Miss Tiger Lily swimwear in the front window of this store."⁵⁸⁹ The women were going to be live mannequins and would be judged on how well they moved as live mannequins.

Lara and Louise were the first women in the window. They had to pose in the window for twenty minutes – they both felt their time lasted much longer than twenty minutes. Always The Joker, Lara said, "I don't know what I'm doing, so I just had fun with it."⁵⁹⁰ Louise was not certain she and Lara made good modeling partners. She said, "I don't think Lara and I worked well together because she's really funny and I just kind of lost my direction and focus."⁵⁹¹ Tracey Baker, Meyer National P.R. Manager, was not happy with how Louise and Lara performed. She said, "Lara and Louise behaved quite unprofessionally."⁵⁹² Lara said at one point she pulled up her bikini bottoms and pushed between her "bum cheeks" and put her "bum" up against the window. Erika was very unhappy with how they were acting. She said, "Well, you refuse to take this seriously, so it's time to come out."⁵⁹³

⁵⁸⁸ "The Girl That Had Back Pains." *Australia's Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁵⁸⁹ Ibid.

⁵⁹⁰ Ibid.

⁵⁹¹ Ibid.

⁵⁹² Ibid.

⁵⁹³ Ibid.

Jessica, Simone and Madeleine were the next three women in the window. Tracey Baker was very impressed with the three women because they took it seriously. She also felt they must have talked about it before they got in the window because they worked together “really well”. Erika said, “That’s so much more like it. Fantastic.”⁵⁹⁴ After they exited the store window, Erika told them, “Job well done.”⁵⁹⁵ Erika entered the room where the women were waiting, looking “furious” according to Jessica. Erika was angry. She said,

A few of you realized how important it was to master body movement. A couple of you professionally, a shambles. I don’t understand why you don’t realize that the second you walk onto the street and you step in front of that window, you’re representing a very big brand. Apart from that, Tracey Baker was judging you the entire time. She’s responsible for all the season launches from Meyer Department Store. She’s going to give you an assessment, but I can tell you, for a couple of you, not favorable.⁵⁹⁶

Louise was upset because she was told that she did not take the challenge seriously. She felt she had been trying so hard and it was Lara who was misbehaving and not taking it seriously. Tracey told Louise and Lara that as models, they would often be “on show” and had to act like professionals at all times. She told the other three women, “You were really powerful in the window. You really used your face and your body. You really knew who you were.”⁵⁹⁷ Erika announced the prize, “The winner of today’s challenge gets some very exciting one-on-one with the creator of this swimwear.”⁵⁹⁸ Tracey announced that Madeleine had won. Madeleine chose Louise to share the prize with her.

⁵⁹⁴ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁵⁹⁵ Ibid.

⁵⁹⁶ Ibid.

⁵⁹⁷ Ibid.

⁵⁹⁸ Ibid.

She said, “I picked Louise because I felt she needed to ask Jodhi Meares (Tiger Lily Swimwear creator/founder) many questions about confidence as possible because Louise is lacking a bit.”⁵⁹⁹

Eboni went to see a physician. He found a slight tear in an arterial wall in one of the arteries in her neck. If the tear went untreated, it was possible she could have a stroke. The doctor thought she would ultimately be “okay”, but it was a potentially bad problem and brought her into the hospital. He thought she needed blood-thinning medication to reduce the risk of blood clots forming. He asked Eboni if she would like him to call her parents and she did. He told Eboni, “The odds are overwhelmingly in your favor that you’re going to be fine, but we need to bring you in and take care of it.”⁶⁰⁰

Eboni went back to the apartment to pack her bags. She told the women,

I gotta be quick because I gotta go into hospital for a couple days. They detected an abnormality in my MRI. I could have a stroke, basically. I’m going back to hospital for a few days and pulling out of the competition.⁶⁰¹

Eboni’s announcement upset some of the women. Lara said, “Everyone’s pretty much speechless. I’m devastated. No one wants Eboni to go. She’s the nicest, funniest, coolest chick.”⁶⁰² Louise felt sympathy for Eboni. She said, “You know, it’s pretty scary at nineteen to be told you could have a stroke. I feel so bad for her and it’s awful that she’s left on these terms. She had a very good chance of winning this.”⁶⁰³ Simone was “very, very upset” about Eboni having to return to the hospital. She said, “She’s got the

⁵⁹⁹ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁶⁰⁰ Ibid.

⁶⁰¹ Ibid.

⁶⁰² Ibid.

⁶⁰³ Ibid.

support of all the girls here, and we hope she gets better. We don't want to see anything bad happen to her.”⁶⁰⁴

The remaining women received an Erika Mail, “Pack a towel, a cozy and be ready to go in ten minutes. P.S. Go sick.”⁶⁰⁵ None of the women had any idea what the message meant. They went to the beach and handsome men taught them to surf. Simone thought the surfing lessons were, perhaps, a way of lifting the models' spirits after Eboni's departure. The winner of the previous day's challenge, Madeleine, received an Erika Mail, “Time for your reward. Go back to the house and dress to impress.”⁶⁰⁶ Simone, Jessica and Lara received a different Erika Mail, “Surf and turf is not on the menu, but with these gourmet recipes, prepare to Bar-B-Que to thank your new surfer mates. Follow the recipes exactly, gnarly, dude.”⁶⁰⁷ Lara wondered how many guests would be attending the party. Simone said it would be “about eight people plus Madeleine and Louise”. Simone said, “You think we'd go to a party with boys and Madeleine wouldn't be here?”⁶⁰⁸

Madeleine and Louise met with Jodhi Meares of Tiger Lily Swimwear. Madeleine said, “Jodhi is the most wonderful, wonderful woman. I felt really privileged to have a chat with her and I think Louise enjoyed it, too.”⁶⁰⁹ The separate groups of women had surprises for each other upon Madeleine and Louise's return. All the women

⁶⁰⁴ “The Girl That Had Back Pains.” *Australia's Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁶⁰⁵ Ibid.

⁶⁰⁶ Ibid.

⁶⁰⁷ Ibid.

⁶⁰⁸ Ibid.

⁶⁰⁹ Ibid.

would be receiving Tiger Lily bikinis. Jessica, Simone and Lara told the other two women about the dinner party they were having with “surfer dudes”. Madeleine was very impressed with the food and said, “The girls cooked up a wonderful feast.”⁶¹⁰

After the party, Madeleine and Jessica went into the confessional. Madeleine was not entirely unhappy that Eboni was no longer in the competition. She said, “I think Eboni’s absence makes everything a little more relaxed. I know I’m a bit more relaxed. She’s quite domineering and thought she was going win.”⁶¹¹

The women received another Erika Mail, “Surfer girls get ready for more sun, sand and surf, model style.”⁶¹² Along with the Erika Mail, cans of tanning spray arrived. They had to spray their bodies while naked to avoid artificial tan lines. They applied the spray while outside so it would not stain marble in the apartment. Several construction workers across the water from their apartment watched them. Jessica became very upset. She yelled at them, threatening to call the police. She shouted, “Go away. Quit looking at us or I will report you to your employer! We’re not cheap little whores to be stared at.”⁶¹³

The women modeled swimwear from Michael Azzollini’s line. They were surprised because he was their fashion stylist on every shoot and did not know he had a clothing line. Eboni’s absence differently affected Jessica and Simone. Jessica said, “Eb is out of the competition and I think a lot of people had her pegged as the favorite. I

⁶¹⁰ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁶¹¹ Ibid.

⁶¹² Ibid.

⁶¹³ Ibid.

didn't. I'd love to win this..."⁶¹⁴ Simone sounded hopeless when she said, "Now that Eboni's left the competition, I'm not really thinking about any of the other girls winning right now. I'm just trying to do the best that I can do, and hopefully, that's enough to get me through to the next week."⁶¹⁵ Eboni's absence affected Simone not just emotionally, but also on set. Michael was disappointed with Simone. He said, "Well, for most of the day, I was just trying to get her at ease with Ryan, the male model. She was a little bit stiff and almost was looking into the camera with a complete blank expression."⁶¹⁶ He had expected Simone to perform much better than she did. He wondered if her engagement to another man made her uncomfortable posing/connecting with a male model.

For Jessica's photograph, Michael wanted her and the male model to act like siblings. Michael thought Jessica was the weakest of the remaining women because it was hard for her to create soft poses and seemed "quite harsh" in her face. Michael thought it was time to eliminate Jessica. He said, "She's an unusual looking girl to survive in this competition. She rose to the challenge today, but she's just not the prettiest girl. Therefore, it's time to go."⁶¹⁷

He was very pleased with Louise's performance. Michael said, "Louise listened today. She took direction really well. She looked beautiful, and I'd say she's my second

⁶¹⁴ "The Girl That Had Back Pains." *Australia's Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁶¹⁵ Ibid.

⁶¹⁶ Ibid.

⁶¹⁷ Ibid.

favorite for the today. I'm very surprised because last week, she was shit."⁶¹⁸ Simon Upton, their photographer for the shoot, thought Louise was similar to the best models he worked with on a regular basis. He thought her look would be perfect for magazines. Lara was fearful of connecting with her male model, too. She worried about what her boyfriend would think of her modeling with men.

The next Erika Mail said, "Will you be moving on up or moving on out. It's time for elimination."⁶¹⁹ The women thought none of the remaining five would be eliminated since Caroline and Eboni left the show. Losing three women in one week seemed unlikely to Lara. She said, "I don't think anyone will be eliminated this week. There are too many girls who have left already."⁶²⁰ As Jessica prepared for judging, she called her boyfriend and said she was tired of hearing that she was "especially unique" and "unusual". She said she would like to look like everybody else.

The judges greeted the women and immediately told them there would be an elimination of one of the women. The guest judge was Jodhi Meares of Tiger Lily Swimwear. She explained what the elimination challenge would be. She said, "Tonight, I brought along my latest range of swimwear, and we'd like to see you guys model it for us. There are a bunch of swimsuits on the table. Pick one costume and come back here.

⁶¹⁸ "The Girl That Had Back Pains." *Australia's Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁶¹⁹ Ibid.

⁶²⁰ Ibid.

You have two minutes.”⁶²¹ The women had to show their fashion walks while modeling the swimwear.

Jessica was evaluated. Victoria and Alex did not like her “bouncy” walk. But most of the judges really liked her photograph. Victoria thought Jessica’s pictures were getting better every week. Erika said, “There’s a really soft look about you there. What I think you’ve learned is also how to work your body as well.”⁶²² Alex admired Jessica’s “womanly” body shape. He said, “...Great bust and waist and hip-curve and stuff. It looks really extraordinary.”⁶²³ Perhaps he struggled to say she had an hourglass figure.

Lara walked in and Erika asked, “Where is the wedgy?”⁶²⁴ She was referring to Lara giving herself a wedgy while modeling in the window earlier in the week. Upon hearing what Lara had done, Jodhi said, “I think it’s Australian and fabulous.”⁶²⁵ Erika disagreed and said, “I think, on the day, the exercise was, can you be like mannequins? In the context, you dropped the ball.”⁶²⁶ None of the judges liked Lara’s photograph. Georges had a problem with her facial expression while Victoria disliked how her upper body did not seem to match her lower body.

While Louise was walking, she second-guessed herself. Alex asked, “Why do you always do that? I think if you were doing a show for me, I swear I would run out

⁶²¹ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁶²² Ibid.

⁶²³ Ibid.

⁶²⁴ Ibid.

⁶²⁵ Ibid.

⁶²⁶ Ibid.

there and thump you on the head on the runway.”⁶²⁷ Despite her lack of confidence, Louise managed to take a photograph the judges loved. Georges said, “I think this is your best photo.”⁶²⁸ He added, “I love the intensity in the look in your eyes, and your shoulders are rolled nicely.”⁶²⁹ Jodhi said, “You’ve got a beautiful look for swimwear, too, in your face.”⁶³⁰

As the judges deliberated about who should be eliminated, Erika said, “I think Madeleine and Simone come up trumps every week.”⁶³¹ She also liked Jessica’s photograph and said, “I think she’s been able to look much more commercial in this shot.”⁶³² Alex disagreed and said Jessica is “really a niche model”. He thought she should be up for elimination. Erika thought Lara really “slipped” this week. Victoria said, “Lara’s too short.”⁶³³ Alex seemed frustrated, “Forget the height for a minute. She’s way more magical than her (pointing to Jessica’s picture).”⁶³⁴ Jodhi agreed with Alex because she did not think Jessica was very commercial and would be unable to book as many jobs as the other women. They all thought Louise was very good “facially”, but were not as positive about her body. Victoria said, “I think her body’s very long and her legs are short.”⁶³⁵ Alex continued to dislike Louise’s personality. He said, “...her personality is so punishing and it’s really annoying. I don’t know how she’d get

⁶²⁷ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁶²⁸ Ibid.

⁶²⁹ Ibid.

⁶³⁰ Ibid.

⁶³¹ Ibid.

⁶³² Ibid.

⁶³³ Ibid.

⁶³⁴ Ibid.

⁶³⁵ Ibid.

booked.”⁶³⁶ Jodhi said she would not cast any of the women for swimwear campaigns/fashion shows. Erika said, “At the moment, they need a serious time-out. All of them.”⁶³⁷

Lara and Jessica were in the bottom two. Erika said, “Lara, you seem to think we only judge you on your photograph, but we judge you on every performance, and that includes the challenges. This week, I think you let yourself down a bit.”⁶³⁸ She turned to Jessica and said, “Every week the judges and I debate about whether or not you have the right look for a fashion model. There’s definitely something about you. We’re just not sure if your look is something that will see you work right now.”⁶³⁹

Lara was eliminated. She had a feeling she was going to be sent home. She thought it was best that Jessica was not eliminated because Lara thought Jessica worked very hard and deserved to be there more than her. Lara seemed to regret her jokey behavior, recognizing it may have cost her the competition. As Lara left, she said, “I’m going to miss the girls and the adrenalin and the excitement of elimination. It’s going to be close, but Simone’s just going to win.”⁶⁴⁰

Caroline left *AusNTM* voluntarily so she could concentrate on her studying. While the other women thought she left early so she would not be eliminated, it seemed more likely that her goal of attending law school was more important than modeling to her. It was unclear during this episode if Eboni was going to be able to return to the

⁶³⁶ “The Girl That Had Back Pains.” *Australia’s Next Top Model*. Host Erika Heynatz. 1 Feb 2006. Television.

⁶³⁷ Ibid.

⁶³⁸ Ibid.

⁶³⁹ Ibid.

⁶⁴⁰ Ibid.

competition. Her health problems overshadowed any modeling talent she exhibited. It was far more important for her to deal with her health than continue competing. And while Jessica was still being judged as having unusual, and not necessarily marketable, looks, she managed to take a photograph that impressed some of the judges.

Cycle 2, Episode 6

For this episode, three archetypes were examined: the Woman with the Tragic Back Story, the Insecure Girl, the Unstable Woman and the Den Mother. The focus will be on Eboni, who may or may not have returned despite her health crisis, Louise who continued to exhibit insecure behavior while simultaneously comforting the other models and Jessica who was insecure and became alarmingly unstable.

At the beginning of the episode, Louise reflected on Lara's elimination, "...Lara went, so I'm a little bit shocked about that. So, because there's only four of us now, so it's heating up."⁶⁴¹ As the number of competitors dwindled, Jessica's ambition grew. She told her boyfriend, "I'm not aiming for the top three. I'm not aiming for the top two. I didn't come here to lose."⁶⁴² Simone sensed the new drive in the house. She said, "It's gotten serious all of a sudden."⁶⁴³

The women received an Erika Mail, "Leave the high heels at home, girls. Time to see a new day from the top of the world."⁶⁴⁴ Erika met the women and told them they would be climbing Bridge Climb, one of the "most famous structures in the world".

⁶⁴¹ "Oh-My Cleo." *Australia's Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁴² Ibid.

⁶⁴³ Ibid.

⁶⁴⁴ Ibid.

Jessica was excited and Simone thought it was a great idea because she thought doing group activities brought the women closer together.

When the women reached the top of the bridge, Erika told them,

So, over the last two weeks we've been teaching you skills that will help you become the best professional models you can be. This week, we begin talking about media and the role they play in your life. Media lesson number one: You never know where the paparazzi are going to be. Even here...⁶⁴⁵

Erika pointed behind the women. They turned around and saw paparazzi in a helicopter trying to take pictures of them. Erika said, "Never waste an opportunity for publicity. Give 'em a show."⁶⁴⁶ She wanted the women to wave at the photographers in the helicopter. She said, "So, girls, as you've just discovered, paparazzi can and will find or follow you anywhere."⁶⁴⁷ When the woman returned to the bottom of the bridge, Eboni drove by. Louise said, "And then Eboni drives by in this Ford Focus. She got out of the car and I was, like, 'what?!'"⁶⁴⁸

Eboni returned to the competition. Simone was happy about her friend's return, "I wanted Ebony to be here more than anybody else."⁶⁴⁹ Madeleine had a sour expression on her face when she heard about Eboni. Eboni told the camera, "The rest of the girls, just the look on their faces explained it all. I've just been waiting for the doctor's 'okay' and they let me out this morning."⁶⁵⁰ Louise noticed the new tension in the house. She said, "I knew as soon as she got back, that the feelings and the

⁶⁴⁵ "Oh-My Cleo." *Australia's Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁴⁶ Ibid.

⁶⁴⁷ Ibid.

⁶⁴⁸ Ibid.

⁶⁴⁹ Ibid.

⁶⁵⁰ Ibid.

atmosphere changed a lot, especially with Madeleine and Jessica.”⁶⁵¹ Jessica did not expect Eboni to return to the competition. She said, “I didn’t know what to think. I was shocked. I was, like, isn’t she in bed dying?”⁶⁵² Erika briefly explained why Eboni was back in the competition. She said,

I know you’ve all been doing extra challenges while Eboni’s been gone, but Eboni’s been going through a few challenges of her own, so we kind of feel like you’re on even par here, so that’s why we’re having Eboni back.⁶⁵³

It seems highly unlikely Eboni would have been accepted back into the competition on *ANTM* after missing an entire week of challenges, photo shoots, etc. – women have been cut for missing a single judging/elimination session on the original version of the program. Madeleine was unhappy about Eboni’s return. She said, “I didn’t think it was fair that she had a whole week of not being in challenges and not being judged.”⁶⁵⁴ Eboni said, “The challenges I face – I was in hospital in Sydney. No family.”⁶⁵⁵ Madeleine strongly felt Eboni should not be back in the house. She said, “If someone leaves the competition, then they leave and I don’t think they should come back. Last week, I was in the top four, this week I’m in the top five.”⁶⁵⁶ Eboni was displeased by how some women reacted to her return. She said, “The attitude that Louise, Jess and Madeleine have toward me, I think it’s childish and selfish. And it’s really uncool. I can’t relate to

⁶⁵¹ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁵² Ibid.

⁶⁵³ Ibid.

⁶⁵⁴ Ibid.

⁶⁵⁵ Ibid.

⁶⁵⁶ Ibid.

them at all.”⁶⁵⁷ She believed the three women went out of the way to make her feel unwelcome.

The women received a videotape of Kate Fisher, a famous Australian model. She had advice for the women. She encouraged them to “stay real” by making their own breakfasts, being good to the people who have always been good to them, not believing anything written about themselves in the media, etc. Jessica appreciated hearing from Kate. She said, “Kate Fisher, I think, is a champ. And I’ve always felt she was a champ.”⁶⁵⁸

The women returned to their house and their trainer showed up. He had received feedback from the judges that the women needed to tone up more. He encouraged them to change their diets and exercise more. He had them run relay races. Eboni did not have to do any of the running or exercising that could possibly injure her. She cheered on the women from the sidelines. Eboni sensed a “weird vibe” in the group. Madeleine was overtired from running so she walked with Jessica to regain energy. She told Jessica, “You know, because she’s in, someone else is going to get booted out. She didn’t do anything last week, and I’m just wondering, why is she here??”⁶⁵⁹

Louise told Eboni that she did not feel her chances were as good in the competition now that Eboni was back. Jessica wondered aloud if Eboni could not do the challenges/tasks, what criteria would she be judged on? Madeleine was seething, “I would have been fine if maybe she missed a day, but not a whole week. That’s just

⁶⁵⁷ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁵⁸ Ibid.

⁶⁵⁹ Ibid.

unfair.”⁶⁶⁰ Eboni decided she was not going to let the other women make her feel like she should not be there.

The women received another Erika Mail, “Get ready for your first grilling, and it ain’t a barbecue.”⁶⁶¹ They suspected they would be encountering media. They got into two cars and headed toward Sky News, where they would test their skills at media relations. Eboni, Louise and Simone were in one car; Madeleine and Jessica were in the other. Louise said, “I was in the car and Eboni kind of let everything out on me.”⁶⁶² Eboni told her, “The only person who was excited 100% about me coming back has been Simone.”⁶⁶³ Louise said she was having a hard time because she tried to stay neutral during the entire competition. She now felt she had been put in the middle between Eboni and Madeleine and Jessica. Jessica was upset about what happened when she and Madeleine arrived. She said, “When we got into the cars, everything was normal. By the time we got out of the cars, all of a sudden all hell had broken loose. Apparently, I’m hating people, people are hating me. I’m going, ‘what is going on?’”⁶⁶⁴ Madeleine said Eboni had been confronting her and asking, “How is it unfair that I’m back? What’s going on? Why do you think I have an advantage?”⁶⁶⁵ Madeleine kept stating that she thought it was not fair. Eboni went into the confessional and said, “You know, if I could have been here last week instead of being in hospital, I would have. But, that’s not the

⁶⁶⁰ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁶¹ Ibid.

⁶⁶² Ibid.

⁶⁶³ Ibid.

⁶⁶⁴ Ibid.

⁶⁶⁵ Ibid.

case.”⁶⁶⁶ Eboni and Madeleine argued so Madeleine walked away. Eboni yelled at her as she left, “You’re a fuckhead! You’re a complete fuckhead!” Madeleine walked over to Jessica and told her, “Eboni and I had a big fight. She called me a fuckhead.”⁶⁶⁷ Jessica “freaked out” and said, “What? Why? What’s happening? I don’t even understand what’s going on!”⁶⁶⁸ Madeleine concluded, “I hate to say it, but since Eboni showed up, everything’s just gone down. Like the mood of everything’s changed.”⁶⁶⁹

Erika welcomed the women to Sky News. She explained what they would be doing. She said,

This is your first real test in media relations. Through those doors are the Sky News studios, where politicians and celebrities alike are put through their paces. You may all be gorgeous, but I can assure you in an interview, sometimes, it won’t be pretty. Your challenge today is that you will be interviewed by Natalie Michaels. So, good luck. Keep your answers short, concise and sharp.⁶⁷⁰

Erika watched the interviews on a monitor in a different room. As she watched, Jessica kept using the word “excitement” during her interview. Erika said, “Every time Jessica uses the word ‘excitement,’ there’s not excitement on her face.”⁶⁷¹ The interviewer asked Eboni about the other women’s reaction when she returned from the hospital. Eboni said, “One friend on the show was genuinely pleased to see me. The other girls are sort of a bit vague and were like...”⁶⁷² The interviewer asked her who was the least pleased to see

⁶⁶⁶ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁶⁷ Ibid.

⁶⁶⁸ Ibid.

⁶⁶⁹ Ibid.

⁶⁷⁰ Ibid.

⁶⁷¹ Ibid.

⁶⁷² Ibid.

her back. Eboni said, “I’d have to say Madeleine.”⁶⁷³ Erika liked Eboni’s answers, “Well, at least Eboni answered questions. She was very honest, very straight out.”⁶⁷⁴ Madeleine had a difficult time during her interview because the whole environment – Eboni’s return, being interviewed – was “totally nerve-wracking”. Madeleine knew as soon as she entered the room to be interviewed, it would not go well. She said, “I thought I would be okay. I got in there and I kind of tensed all over. I could feel myself tensing as soon as I got in there.”⁶⁷⁵ Erika was disappointed in Madeleine’s interview. Erika believed Madeleine considered herself a party girl and needed to have cheeky answers during her interview. That would have been fine with Erika, but Madeleine’s answers were not cheeky enough for her.

When discussing Madeleine, the interviewer accused her of being fake. Erika did not like Louise’s interview because she started every sentence with “I mean, I mean, I mean”. The interviewer thought Simone came across very naturally on camera. She said of Simone, “You couldn’t help but really like her because she kind of had this naïve quality and a bit of sweetness to her.”⁶⁷⁶ Simone won the challenge and her prize was the opportunity to walk in a fashion show. She chose Louise and Eboni to share her prize so they walked in the fashion show with her. Much of the media would be at the fashion show. Jessica was disappointed that she was not chosen to win or share the prize. She

⁶⁷³ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁷⁴ Ibid.

⁶⁷⁵ Ibid.

⁶⁷⁶ Ibid.

said, “No one ever picks me. I’m very unpopular.”⁶⁷⁷ While the other three women walked in the fashion show, Madeleine and Jessica were on the support team, serving drinks, etc. Eboni said, “I believe in karma. Things come back and bite you on the ass a lot.”⁶⁷⁸ She was happy the two women did not participate in the actual fashion show.

Peter Evans, a local restaurant owner, visited the women and taught them about healthier cooking/eating. In Den Mother-mode, Louise felt sorry for him. The women had not seen men in six weeks and it got “pretty bad” when any man was around. They were, in Louise’s opinion, terribly flirty and inappropriate.

Jessica had a panic attack later that night. She ran into Louise and Madeleine’s room for assistance. Louise helped her focus on her breathing. Jessica was a little ashamed of having panic attacks, but Madeleine told her, “I’m glad you came to us for help.”⁶⁷⁹ Upon hearing about Jessica’s attack, Eboni thought Jessica should leave the competition because it would be best for everyone (including Jessica). She seemed to say Jessica’s panic attacks were more disruptive than her own health crises.

The fashion show was at the Fringe Bar. Celebrity photographers and fashion industry giants attended. While Eboni, Louise and Simone walked in the fashion show, Madeleine and Jessica put together 120 gift bags. Madeleine did not mind assembling gift bags, but Jessica seemed personally offended. Jessica shared her insecure feelings again. She said, “I just keep doing the crap stuff because I don’t win things. Other

⁶⁷⁷ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁷⁸ Ibid.

⁶⁷⁹ Ibid.

people don't choose me to share in the prizes, so I keep doing the crap stuff.”⁶⁸⁰

Madeleine said working with Jessica was “interesting”. She could tell Jessica did not want to be at the fashion show or do any of the work they were assigned. Madeleine told her, “You're just getting pissy at me tonight.”⁶⁸¹ Jessica responded, “I know. You keep pissing me off, though.”⁶⁸² After leaving the Fringe Bar and driving home, the women received another Erika Mail, “Time to get down and dirty. Can you score a goal for your modeling career?” The message was a reference to their upcoming photo shoot.

The photo shoot took place in a stadium the next day. Michael Azzollini greeted the women. He explained that they would be taking pictures for a five-page spread in *Cleo Magazine* and they would each have their own page. The editor of *Cleo* would be at the shoot and they needed to impress her. Jo Ferguson, *Cleo* fashion editor, would style them for their shoot. The women would be photographed with a male soccer team. Simone seemed excited about the shoot. She said, “Each flick is going to be over the top. It's going to be very trend-based.”⁶⁸³ Jo styled the women in five different trends and asked them to “embody the character” she gave them. Jo told Jessica that she would be doing a very glam shot, “...very Black Eyed Peas, like Fergie.”⁶⁸⁴ Jessica was very happy to evoke glamour instead of her usual “proper” looks in photo shoots. Louise was given the Boho look, Madeleine was going to be a “prom queen with a rock edge to her”,

⁶⁸⁰ “Oh-My Cleo.” *Australia's Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁸¹ Ibid.

⁶⁸² Ibid.

⁶⁸³ Ibid.

⁶⁸⁴ Ibid.

Eboni was going to have the French chic look and Simone was going to be preppy.⁶⁸⁵

Nedahl Stelio, the editor of *Cleo*, arrived to watch their photo shoot.

Michael was happy Eboni returned to the competition. Simone told him that Madeleine and Jessica were not very welcoming when Eboni came back. He said, “She’s got to work harder than the other girls today because most of them are pissed off and think she shouldn’t be here. But, at least if her photo kicks off, it shuts them up.”⁶⁸⁶ He asked Madeleine if she was one of the women who had a problem with Eboni returning. She asked, “What do you mean?”⁶⁸⁷ She ended up apologizing to Eboni in front of Michael. Jessica would not apologize because she “wasn’t in the wrong”. Michael praised Madeleine for apologizing to Eboni. He said, “Madeleine, I’m glad that you apologized. Good girl.”⁶⁸⁸ Michael’s apology endorsement angered Jessica.

Jo Ferguson admired Madeleine at her photo shoot. She said, “Madeleine is confident. She has this snobby sex appeal about her.”⁶⁸⁹ Michael did not care for Madeleine’s performance and predicted she would not have a good, usable photograph. He seemed tired of attempting to convince Louise she was a good model. He said, “You know, she’s got to realize that during a photo shoot, she’s just got to let go.”⁶⁹⁰ Nedahl Stelio thought the other women “had more playfulness” than Louise. But, she admired Louise’s “elegant appeal”. As Jessica waited to do her photo shoot, she became more

⁶⁸⁵ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁸⁶ Ibid.

⁶⁸⁷ Ibid.

⁶⁸⁸ Ibid.

⁶⁸⁹ Ibid.

⁶⁹⁰ Ibid.

agitated. She said, “I’ve been on edge the last week and a half and something pushed me over the edge slightly. And suddenly, I’m the biggest fucking bitch in their world. Fuck off!”⁶⁹¹

Madeleine was disappointed that Jessica denied that she had any part of the “situation with Eboni”. Jessica said, “I was having a panic attack. That doesn’t mean that I was doing anything wrong or whatever.”⁶⁹² Eboni said, “Having a panic attack has nothing to do with how you reacted or spoke to me.”⁶⁹³ She did not think all of Jessica’s behavior could be “justified” by her panic attack. Jessica said, “I can pull it together. I’m not weak. I was upset that I was not supported by Eboni.”⁶⁹⁴ It did not seem clear that her panic attack had anything to do with not having Eboni’s support. Louise worried about Jessica’s mindset and, like a good den mother, warned her, “You know the editor of *Cleo* is here... don’t have a panic attack in front of them. That wouldn’t be good for you.”⁶⁹⁵ Jessica summarized her opinion of what actually happened,

Here’s my take on it. Eboni and I had a yelling fight. I sat there. I felt tears run down my face and then I thought, “I’m getting out of here because it’s not very professional to be in here.” In spite of the anxiety I felt this week, I felt very comfortable in front of the camera.⁶⁹⁶

Michael was impressed with Jessica during her photo shoot. He said, “Jess is rocking my world right now. She’s kicking it. She’s rocking.”⁶⁹⁷ Nedahl was impressed, too.

⁶⁹¹ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁹² Ibid.

⁶⁹³ Ibid.

⁶⁹⁴ Ibid.

⁶⁹⁵ Ibid.

⁶⁹⁶ Ibid.

⁶⁹⁷ Ibid.

Jessica even impressed herself, “If I’ve proved anything this week, yeah, I have panic attacks, but I can pull it out.”⁶⁹⁸ Jessica seemed almost falsely insecure.

Drama continued as the women drove home. Eboni said, “On the way home, Louise, Simone and I were in one car and Madeleine and Jessica were in the other car. And Jessica was saying that I was yelling at her. I never raised my voice.”⁶⁹⁹ Jessica believed otherwise and said, “If she yells at me, I’m going to smack her. I think that’s pretty normal.”⁷⁰⁰ Madeleine tried to calm her down by saying, “I don’t think she meant to yell at you at the photo shoot.”⁷⁰¹ Jessica retorted, “Well, that’s practically what she did!”⁷⁰² Jessica continued to blame Eboni, saying “...she knew I was fragile.”⁷⁰³ Madeleine recognized that both women were responsible for their argument. She said she had to keep reminding Jessica that she, too, was “actually in the wrong” regarding her argument with Eboni. Madeleine feared what Jessica might do, “...She went a bit psycho in the car. It kind of scared me a little how pissed off she was.”⁷⁰⁴ She observed that Eboni seemed fine with Jessica earlier in the afternoon, which triggered Jessica to say, “Oh, I’m so glad I’m in the good graces of Queen Eboni.”⁷⁰⁵ It is difficult to describe just how nonsensical the argument seemed.

⁶⁹⁸ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁶⁹⁹ Ibid.

⁷⁰⁰ Ibid.

⁷⁰¹ Ibid.

⁷⁰² Ibid.

⁷⁰³ Ibid.

⁷⁰⁴ Ibid.

⁷⁰⁵ Ibid.

The women went home where another Erika Mail awaited them, “will the judges find you headline material? It’s time to face your very own press conference. Prepare for someone to be eliminated.”⁷⁰⁶ As the women predicted the outcome of the next elimination, Jessica’s fury continued. She called her mother and said,

If they kick me out because my photo’s bad, that’s fine. If they kick me out because of my media stuff, that’s fine. But if they kick me out because of panic attacks, I’m going to be so fucking pissed off.⁷⁰⁷

Madeleine thought Jessica would be the next woman to go. Louise apparently gained some confidence and told her boyfriend she thought she would come in first or second in the competition. Simone’s fiancé did not want her to win the competition because they would have to move. Jessica did not make any predictions about elimination (other than she did not think she should be eliminated).

When the women arrived at elimination, Erika said, “This week you were put through the ringer with your media training. The pressure’s not about to ease off. It’s time for another cut.”⁷⁰⁸ Nedahl Stelio, editor of *Cleo*, was the guest judge. She announced their judging challenge, “Tonight, your challenge is to present a welcoming speech to the panel as if you’re introducing the guests at an exclusive fashion function. Your speech will appear on the eye-cube behind the panel.”⁷⁰⁹ The women would be reading from a teleprompter. Most of the models could not pronounce many of the designers mentioned in the speech they had to give. Victoria Fisher told Louise, “You

⁷⁰⁶ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁷⁰⁷ Ibid.

⁷⁰⁸ Ibid.

⁷⁰⁹ Ibid.

know, it would help if you read some fashion magazines just so you make sure you know who these designers are.”⁷¹⁰ Louise retorted, “Well, I do know who they are.”⁷¹¹ She just could not pronounce the designers’ names.

Most of the judges liked Louise’s photograph. Georges thought she looked beautiful in it and had “done her job”. Nedahl thought she had shown off the clothes well. Georges said, “It seems like you’re the most comfortable I’ve ever seen you look on a shoot.”⁷¹² Erika thought she showed great diversity in her picture. Alex Perry thought Louise created no energy in her photographs but appeared “really sexy” in this one.

Eboni was next. Victoria told her, “So far, I’ve liked every shot of yours except this one.”⁷¹³ She did not like Eboni’s pose. Nedahl was disappointed in Eboni’s photograph, too. She told her, “You could have worked it a little bit more, I think.”⁷¹⁴

The women left the room while the judges deliberated. Victoria thought Simone should stay in the competition. Erika thought Eboni should stay, too. She was less certain about Jessica and said, “Jess is a bit of a wild card here. I thought she’d be so out of place and she’s pulled it off.”⁷¹⁵ Georges thought Jessica should be eliminated. Alex and Victoria thought Louise should be eliminated. Alex thought Louise had a very weird body and she never gave anything in any of her photos. Georges disagreed and said,

⁷¹⁰ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁷¹¹ Ibid.

⁷¹² Ibid.

⁷¹³ Ibid.

⁷¹⁴ Ibid.

⁷¹⁵ Ibid.

“She’s definitely got a look that I would like to photograph, whereas I can’t really say that at all about Jessica.”⁷¹⁶ Victoria thought Louise would have difficulty at castings because of her lack of confidence. Erika said, “It’s not enough to say you just judge a girl by her looks and not her personality. Personality is part of the package, 24/7.”⁷¹⁷ Alex thought Madeleine should be safe from elimination. Georges said he would rather see Madeleine and/or Jessica eliminated before Louise. Erika liked Louise’s vulnerability and found it endearing. She thought Madeleine was efficient but could come across as a “know-it-all”. The judges decided Madeleine and Louise would be in the bottom two. The women returned to the room and Erika said,

Madeleine, this is not your strongest photo. You seem to have lost your passion. Louise, every week, the photographers feel that you could give more. You need to perform with confidence in every situation.⁷¹⁸

Louise was eliminated. She discussed her “true” confidence as she left the model apartment, “I don’t think the judges were happy with my confidence. I’m a little pissed off because I don’t think they saw the real, true me – the confident Louise.”⁷¹⁹ She thought the remaining women would have to “work their asses off now” because anything could happen. She thought Madeleine or Jessica was going to be eliminated – she was surprised she was the one returning to her home. She thought Eboni or Simone

⁷¹⁶ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

⁷¹⁷ Ibid.

⁷¹⁸ Ibid.

⁷¹⁹ Ibid.

would win. She said, “Bye, Sydney. I love you. I’ll be back.”⁷²⁰ She thought her modeling career was just beginning.

Eboni returned to *AusNTM* during this episode and her presence upset several of the women. Madeleine and Jessica did not think it was fair that Eboni could return after missing a week of challenges and photographs. And even though Eboni was still ill, she believed she could win the competition. Jessica was upset about Eboni’s return and somehow channeled her fury into multiple outbursts. And while the judges still thought Jessica was unusual looking, they had appreciated her photograph this week because she was able to “change up” her look and become glamorous in a photograph.

Cycle 2, Episode 7

For this episode, four archetypes were examined: the Insecure Girl, the Commercial Girl, the “Bad Ass” but Nice Woman and The Bitch. Women who start cycles as one archetype can morph into The Bitch by the end of a cycle. For example, early on, neither Eboni nor Simone seemed “bitchy”. But as the competition continued and stress levels rose, their secret nasty sides took over. As Eboni released some traits that identify her as the “Bad Ass” but Nice Woman, she morphed into The Bitch as pressures built. Simone was still a Commercial Girl, who needed to model in such a way to appear edgier and more editorial. Jessica was still an Insecure Girl and Unstable Woman during this episode.

⁷²⁰ “Oh-My Cleo.” *Australia’s Next Top Model*. Host Erika Heynatz. 8 Feb 2006. Television.

At the beginning of this episode, Simone was surprised Louise was sent home during the last elimination. She said, “I was really shocked when Louise went. When they called Madeleine to stay, I didn’t actually believe it. I mean, I was just shocked. It didn’t even register.”⁷²¹ While she was sad Louise left, Jessica was grateful she was still in the competition. Simone was afraid of Jessica’s emotional state and was nervous to continue sharing a bedroom with her. Eboni and Simone thought Jessica should move into Madeleine’s bedroom.

The women received an Erika Mail, “There are a million pretty faces out there but what makes you stand out from the crowd? Be ready to go in half an hour.”⁷²² The women went to a recording studio. They could hear a woman singing when they entered. Eboni said, “When we actually saw that it was Erika singing, I think all of us were sort of blown away.”⁷²³ It is interesting to note that during the second cycle of *ANTM*, Tyra recorded a song, created a music video and released it. Perhaps Erika felt pressure to do the same during *AusNTM*’s second cycle.

Erika told the women, “Marketing plays a massive role in a model’s life. The more strings you have to your ball, the more marketable you are and the more diverse you can be.”⁷²⁴ She invited the women into the recording studio to use their voices to promote themselves. She believed their voices were one of the most marketable tools they could have. Madeleine said, “We went to the recording studio and basically did

⁷²¹ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷²² Ibid.

⁷²³ Ibid.

⁷²⁴ Ibid.

little radio interviews.”⁷²⁵ During Eboni’s interview, Erika asked her why she should be Australia’s Next Top Model. Eboni responded, “I think I should be Australia’s Next Top Model because I’m deeeaad sexy!”⁷²⁶ Jessica was asked the same question and she said, “I think I’d be able to use it to my advantage but not get up myself, which all these other girls would.”⁷²⁷ She thought the other women would think too highly of themselves if they had the opportunity to become Australia’s Next Top Model. When Simone was asked the same question, she said, “I’d love to be a model. I’d love to be a designer. And I look just like Britney Spears.”⁷²⁸ Simone did not resemble Britney Spears and it is unclear why she thought looking like a pop star would benefit her in the modeling world. Erika asked Madeleine if she was going to be Australia’s Next Top Model. Madeleine responded by singing, “Yeah Baby!”⁷²⁹ Madeleine later said, “Erika wrote a song that morning and she basically got us to sing the chorus and that was fun.”⁷³⁰

Erika told the women that in order to market themselves, they needed to find their own unique styles. They needed something special that gave them a competitive edge over all the other women. The women went to the Chic Modeling agency and met Ursula Hufnagl. Eboni was excited to meet Ursula because “she’s the Queen Bee of the whole agency.”⁷³¹ Ursula told the women, “One of the first things we have to establish in a

⁷²⁵ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷²⁶ Ibid.

⁷²⁷ Ibid.

⁷²⁸ Ibid.

⁷²⁹ Ibid.

⁷³⁰ Ibid.

⁷³¹ Ibid.

successful career is finding that fantastic model agent – which is me, of course.”⁷³² She wanted the women to talk to Kathy Ward, the marketing director who was Ursula’s business partner. Kathy explained that the photo books, a.k.a. portfolios, they would use would be their best marketing tool. The portfolios would contain any “good” professional photographs of each women and would be sent out to potential clients

According to Ursula, “It’s the agency’s responsibility to get you to the go-sees. And the jobs. But once you’re there, you have to do your part.”⁷³³ Kathy added,

There’s tons of girls who show up for appointments and the clients are gonna be, like, well, who do I choose? But, if you’ve got good manners, you’ve got the right attitude, and you’re prepared to work hard, you’re prepared to do that extra bit for the client, then you’ll get the job.⁷³⁴

Eboni said, “After the Chic Modeling agency, we arrived back at the house and had a visitor, Jo, the stylist from *Cleo*, you know, from the magazine.”⁷³⁵ Jo Ferguson told them, “It’s important that you look good if you’re going to a movie premiere or if you’re just going to the supermarket, because people will recognize you.”⁷³⁶ Jo wanted to look at each woman’s wardrobe. Simone said, “Madeleine came out with a big smile, quite confident in her wardrobe.”⁷³⁷ After looking at Madeleine’s wardrobe, Jo said, “Madeleine’s quite classy but she doesn’t project that. I don’t necessarily think she’s a sequins girl.”⁷³⁸ Eboni was worried that Jo would take away her Puma pink jacket, her

⁷³² “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷³³ Ibid.

⁷³⁴ Ibid.

⁷³⁵ Ibid.

⁷³⁶ Ibid.

⁷³⁷ Ibid.

⁷³⁸ Ibid.

favorite. Jo said, “Ebony’s a funny character. The pink sports jacket really thrilled me.”⁷³⁹ She told Ebony her pink jacket was “fantastic”. Jo believe that the pink jacket showed that Ebony went out on a limb. She thought Ebony liked to stand out in a crowd without knowing it. Jo liked Simone’s wardrobe. She said, “Simone has a great wardrobe. I think it really suits her style.”⁷⁴⁰ Insecure Jessica was concerned that Jo would hate her clothes. She described her own style as “ill-begotten, borrowed or stolen”. Jo said, “I think Jess is confused with her style. She has a mix of things that doesn’t put her into one category.”⁷⁴¹ She would like to see Jessica invest in some more pieces that would see her through and actually pull together her wardrobe.

A lingerie expert came to the house to help the women have properly fitted and sized bras. She recommended t-shirt bras because they did not have seams that would show through a garment. She also encouraged the women to wear nude g-strings. Their undergarments should never be visible under the clothes of potential clients or during photo shoots. Madeleine said, “This makes me think I didn’t really think about my underwear when I was going to castings.”⁷⁴²

When the women went downstairs, Napoleon Perdis was waiting for them. He wanted to teach them to market themselves locally and nationally. Napoleon is the cosmetics king of Australia. He encouraged them to project certain images.

⁷³⁹ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁴⁰ Ibid.

⁷⁴¹ Ibid.

⁷⁴² Ibid.

The women received another Erika Mail, “Second-hand can be first in style. Today something old needs to be something new. Pack your jeans and heels.”⁷⁴³ They went to a second-hand vintage shop called “Mr. Stinky”. Their fashion stylist, Michael Azzollini greeted them. He gave each women a \$220 voucher and they all had to find outfits in the store. They needed to find outfits appropriate for go-sees because they were going on casting calls for three different Australian fashion designers. Michael thought Simone had great personal style but thought she forgot about that when she was picking outfits. She found a black dress that she thought could fit the mold of all three designers. Eboni was all over the shop, according to Michael. He felt she just grabbed this and that, saying that she really did not care. Michael admired Eboni’s “Bad Ass” attitude. He said, “That’s probably what’s so real about her.”⁷⁴⁴ Jo Ferguson had told Eboni the day before that she needed a blazer so Eboni bought a blazer. Simone said Madeleine picked a see-through crochet top, which was a bit inappropriate and thought that some designers would pick up on that. She did not think Madeleine’s garment choice was very classy. Michael, on the other hand, thought Madeleine looked very smart that day. He said it only took her ten minutes to find a great top. Jessica found a great dress because she loves dresses. Michael said, “Jess looked great in her dress. She should win today. She’s smart.”⁷⁴⁵ He handed their portfolios to the women and broke them into two teams:

⁷⁴³ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁴⁴ Ibid.

⁷⁴⁵ Ibid.

Jessica and Simone, and Eboni and Madeleine. He told them, “You have to navigate yourselves to three Australia fashion houses. You can’t be late.”⁷⁴⁶

Jessica and Simone arrived at the first fashion house for their go-see (a go-see is a job interview for a model). Bianca Spender of Carla’s Embody Design liked Simone’s hat because “you don’t see that a lot” on go-sees. She thought Simone was “a little bit little” and “a little bit young”. She thought Simone was too thin and too youthful in appearance. Bianca said, “Jessica, she really carried off the outfit. I think she had quite a full figure which people can relate to.”⁷⁴⁷ It is unlikely that Jessica would be considered full figured or plus size on *ANTM*. Perhaps Bianca meant that Jessica had an hourglass figure and was not “stick-thin” like many models. Madeleine was nervous when she and Eboni arrived to see Bianca. She was upset because her arms were full and she shook Bianca’s hand with her left hand. Bianca did not like the shirt Madeleine was wearing. She thought it was a little see-through and not appropriate for go-sees. She said of Eboni, “I thought Eboni had a really cute look. And again, for us, she’s probably a little bit little.”⁷⁴⁸ Apparently, Eboni was too thin for Bianca’s clothing line.

At the next go-see, the women were greeted by Camila & Marc, the designers. Marc said, “Eboni, her portfolio was very strong. She looked beautiful in the dress we had her try on. She’s quite skinny, but she wore it nicely.”⁷⁴⁹ When discussing Madeleine, Marc said, “Madeleine’s walk was quite good. She’s mastered that quite

⁷⁴⁶ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁴⁷ Ibid.

⁷⁴⁸ Ibid.

⁷⁴⁹ Ibid.

quickly.”⁷⁵⁰ Camila thought Madeleine was a “very pretty girl” and she loved her hair and complexion. Jessica was nervous to walk for Camila and Marc because she was a fan of their clothing designs. She said she was impressed with them and wanted them to be impressed with her. Camila was impressed with Jessica. She said, “She was really striking, quite beautiful. She had a great walk, the best out of everyone so far. Her body fits our clothes quite well.”⁷⁵¹ When Simone walked in, Marc thought, “Simone had a great girl next door look. Very fresh, very Australian looking.”⁷⁵² Camila felt Simone needed to work on her walk, but said, “I thought the girl next door look was really refreshing and kind of nice.”⁷⁵³

The last designer the women saw was Wayne Cooper. He commented on Eboni’s walk, “It’s kind of kooky but kooky is good.”⁷⁵⁴ He told Madeleine, “I say never put your hands on your hips. It seems like a cheesy shopping center show when you put your hands on your hips when you walk. So don’t do it unless they ask you to because it looks bad.”⁷⁵⁵ He thought Madeleine seemed very confident, maybe a little too confident, was his assessment. Simone and Jessica also saw Wayne Cooper. He was not sure about casting Jessica for a fashion show. He said, “She’s maybe a little bit too big, but she’s got a great walk and a good presence about her.”⁷⁵⁶ He analyzed Simone and said, “She’s

⁷⁵⁰ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁵¹ Ibid.

⁷⁵² Ibid.

⁷⁵³ Ibid.

⁷⁵⁴ Ibid.

⁷⁵⁵ Ibid.

⁷⁵⁶ Ibid.

really pretty, quite delicate features. She should do bride-to-be magazines.”⁷⁵⁷

Essentially, he thought she had a very commercial look.

Michael was with Wayne Cooper and congratulated the women for doing all three go-sees. The reward for doing the best at the go-sees would be a limousine ride home and a Wayne Cooper outfit. Wayne chose the winner. He felt Eboni had the most potential as a catwalk model. He said, “So, you’re getting the dress and so is your friend.”⁷⁵⁸ Eboni chose Simone to share her prize. They rode in a limousine while Madeleine and Jessica had to walk home. Simone thought Madeleine and Jessica were upset that they did not win the challenge because she thinks that they both thought they would probably win. She said, “The fact that we got a dress and champagne and a ride in a limousine and they had to walk, I think it kind of really rubbed it in their face.”⁷⁵⁹ Eboni thought it was good for Jessica and Madeleine to walk home because they had been complaining that they needed to lose weight. She said, “Well, there you go, walking home will help them lose weight.”⁷⁶⁰

Jessica called her boyfriend. She said, “Everyone said something about my boobs because they’re enormous. I’ve always wanted a reduction.”⁷⁶¹ Her boyfriend said, “No way, never ever.”⁷⁶² He did not want her to have breast reduction surgery.

⁷⁵⁷ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006.

Television.

⁷⁵⁸ Ibid.

⁷⁵⁹ Ibid.

⁷⁶⁰ Ibid.

⁷⁶¹ Ibid.

⁷⁶² Ibid.

The women received another Erika Mail, “A model’s success can mean much more than wealth. You have learned how to take, now learn how to give over lunch with a famous guest.”⁷⁶³ They had lunch with Antonia Kidman. She talked to the women about marketing and promoting themselves. Eboni was uncomfortable in the “upper-crust” restaurant and did not know what to order. She said she was not used to dining in such a fancy place. Antonia said having earned some recognition, she currently worked with different charities. She invited the women to a charity event for breast cancer awareness that evening. They went to the event, had cocktails and listened to Antonia speak. Eboni thought Antonia seemed very calm and very relaxed when she spoke. The event was part of the Fashion Targets Breast Cancer Campaign. Madeleine said she learned that once a person becomes famous or an icon, he/she should give back to his/her community through charities or organizations.

The women went home and received another Erika Mail, “Time to hang out above the rest. Tomorrow, your unique style will be put to the test.”⁷⁶⁴ The next morning, Simone made breakfast for Jessica and Madeleine. She smothered the French toast in butter and put ice cream in the smoothies. Eboni said, “Yeah, sabotage.”⁷⁶⁵ They joked around that they were trying to fatten up the other women to get them out of the competition. Eboni thought it was nice they had made the women breakfast, but thought it was even nicer that they did not know the motivations behind it, which was trying to make them gain weight. Eboni and Simone both exhibited bitch behavior.

⁷⁶³ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁶⁴ Ibid.

⁷⁶⁵ Ibid.

Michael Azzollini greeted the women at the photo shoot. He explained their client would be Gillette and the models would be suspended from ropes, trying to look glamorous. All of the women wore bright red dresses, had huge hair, bright red lips and bright pink eye shadow on their eyelids. The photographs would be featuring Terry Biviano shoes. Michael was unhappy with Eboni's performance in the shoot. He said, "It's really disappointing with Eboni today. Once she got into the ropes, she kind of lost her confidence."⁷⁶⁶ Eboni's back problems made her shoot difficult. Michael said, "we should give her a break and get one of the other girls up there for their shoot."⁷⁶⁷ Eboni was disappointed in herself that she could not get a good photograph right away. Madeleine observed, "There is the question: how is she going to be a super model with a sore back?"⁷⁶⁸ Michael was pleased with Madeleine's shoot. He said, "Madeleine has it in her eyes every time. When she gets in front of the camera, she just goes BANG!"⁷⁶⁹ Madeleine thought she did well and would last in the competition until the end. Simone and Eboni thought Madeleine was being obnoxious about how quickly her photo shoot went. They thought she highlighted how well she did to emphasize the fact that Eboni would have to redo her shoot. Michael thought Simone "lost it" for him because her face could not handle the amount of make-up required for her shoot. He said, "She had enthusiasm up there on the ropes, but just didn't have it in the eyes today."⁷⁷⁰ They shot photographs of Eboni again. Michael would have sent Eboni home today since she

⁷⁶⁶ "Fashion 1.1." *Australia's Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁶⁷ Ibid.

⁷⁶⁸ Ibid.

⁷⁶⁹ Ibid.

⁷⁷⁰ Ibid.

needed two tries and the other girls were able to get their photo shoot done quickly.

When Jessica was up on the ropes for her photo shoot, Simone and Eboni snickered, “I hope the beam that’s holding the ropes is strong.”⁷⁷¹ They were indicating Jessica was fat (she was not fat). Michael loved Jessica’s performance in her shoot. He said, “If I were to pay anyone for their services today, I would pay Jessica. She nailed it... Jess is not the prettiest girl here, but she is a contender and she works really hard.”⁷⁷² Again, Jessica’s unconventional looks were mentioned, but her hard work was admired.

When the women returned to the model apartment, another Erika Mail awaited them, “Let your hair down, Sydney-style with a walk with the queens.”⁷⁷³ The models would be participating in a fashion show with drag queens. Eboni said, “When we first met them all, we were gobsmacked, meeting all these he-shes.”⁷⁷⁴ The models had a walk-off with the drag queens and the “winner” would be crowned Queen of the Catwalk for 2005. Madeleine thought the drag queens were the loveliest people she had ever met. She said, “The were fun, they were fantastic, they were just right in your face.”⁷⁷⁵ Simone won the walk-off and title.

The next morning, an Erika Mail arrived, “Did you sleep off the walk-off? Today you will face the judges for elimination.”⁷⁷⁶ Madeleine said she was not ready to leave

⁷⁷¹ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁷² Ibid.

⁷⁷³ Ibid.

⁷⁷⁴ Ibid.

⁷⁷⁵ Ibid.

⁷⁷⁶ Ibid.

yet. Simone said she just wanted to make it to the final two, she did not care if she won overall. She said, “If they’re looking for a runner-up, I’m quite happy to be one.”⁷⁷⁷

They entered the judging room. The guest judge was Napoleon Perdis. He said he was very proud to announce that the winner of Australia’s Next Top Model would be the face of Napoleon Perdis Cosmetics for a year. He asked each woman why she should be the face of Napoleon Perdis Cosmetics. Simone said, “I’m hardworking, I’ll turn up to every shoot on time. I’m happy natured, I don’t really complain. I would just love to be the face of Napoleon.”⁷⁷⁸ He asked her why they should not choose any of the other women. She said, “I have quite clean structure. I work well with most make-ups whereas some of the other girls could only suit a certain look.”⁷⁷⁹ When Jessica was asked why she should be the face of the cosmetic line, she said, “My special thing is probably that multi-cultural aspect and in spite of the fact that I have quite strong features, I can pull off a variety of looks.”⁷⁸⁰ The judges thought Jessica’s body looked great in her photograph. Eboni responded to the same question, “Because I’m unique. I’ve got a very vibrant personality. I ooze positive energy. I’m fun, I’m very lovable and easy-going. I think I’d be really easy to relate to, to the public.”⁷⁸¹ Napoleon was bored when Eboni spoke. Upon seeing her photograph, Eboni cried. She was disappointed about how she performed in the shoot. Erika said, “This drives home the fact that models

⁷⁷⁷ “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁷⁸ Ibid.

⁷⁷⁹ Ibid.

⁷⁸⁰ Ibid.

⁷⁸¹ Ibid.

really need to be physically fit. All things considered, you did a very good job.”⁷⁸²

When Madeleine was asked the same question, she said, “I’m a walking, talking advertisement for your cosmetics brand and I’m wearing it all now. I feel fantastic when I walk out of the house and if you were to take a beauty shot of me, I would portray that.”⁷⁸³ She thought she would be a better face for Napoleon Perdis Cosmetics than the other women because she was the most fun to work with. She said, “I will make you laugh, I will have fun on the shoot. I’d make you have a good time as well.”⁷⁸⁴ The judges thought Madeleine looked “crazed and demonic” in her photograph.

The women left the room as the judges deliberated. They all thought Jessica did a good job. Georges liked Eboni’s photograph. He thought it was a beautiful picture and was his favorite among the four. Victoria did not think Eboni’s face was as strong in this picture as in her previous ones. Alex Perry did not like Simone’s photograph; he thought it was not the best shot of her. When discussing Madeleine’s photograph, Erika said, “Madeleine’s not hiding the discomfort of the shoot in the photo.”⁷⁸⁵ They narrowed down the bottom two to Simone and Madeleine. The women returned to the room. Jessica and Eboni were the first two names called. Madeleine or Simone was about to be eliminated. Erika said, “Simone, we’re worried about your height and you not showing your playful side doesn’t help you stand out. Madeleine, your determination to get

⁷⁸² “Fashion 1.1.” *Australia’s Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁸³ Ibid.

⁷⁸⁴ Ibid.

⁷⁸⁵ Ibid.

noticed is a great quality. You need to find the right balance because sometimes it can come across as not being genuine.”⁷⁸⁶ Madeleine was eliminated.

Madeleine was surprised she was no longer in the competition. She said,

I thought my personality would win over the judges, but obviously not. The only reason I was confident is because I thought if you weren't confident, then no one's gonna look at you and no one's gonna remember you. I tried to be as confident as I could. The whole contest has been unreal.⁷⁸⁷

She was very grateful to have been a part of the competition and to have gotten so far.

She hoped Jessica would win.

Simone's commercial looks were commented on throughout this episode. There was a certain blandness to her personality that did not help others perceive her as being more than a commercial model. Eboni's back problems continued to plague her during this episode. Both Simone and Eboni became The Bitch this week. They had even tried to sabotage their competitors by feeding them rich food, hoping to fatten them. They had not started out in the competition acting bitchy, but as the competition grew more stressful, they both began exhibiting unkind behavior.

Cycle 2, Episode 8

For this episode, five archetypes were examined: the Commercial Girl, the Insecure Girl, the Odd Seemingly Unattractive Woman, the Woman with a Tragic Back Story and the “Bad Ass” but Nice Woman. Simone was obviously the Commercial Girl. She had received numerous comments about her “very pretty”, but rather bland looks. Jessica personified the IG and the OSUW – she was simultaneously insecure while using

⁷⁸⁶ “Fashion 1.1.” *Australia's Next Top Model*. Host Erika Heynatz. 15 Feb 2006. Television.

⁷⁸⁷ Ibid.

her unusual beauty to her advantage. And Eboni's health crisis continued because of her tragic back story. Plus, she continued to occasionally act as a "bad ass". Perhaps she thought that by doing so, she could intimidate her competitors.

At the beginning of this episode, Erika summarized the competition thus far and described the three finalists for *AusNTM*. She said,

The search for Australia's Next Top Model started with thirteen hopeful girls. The thirteen hopeful girls were chosen from all over the country. They quickly learned that this year's competition was going to be the toughest yet. Under the best in the business, they were transformed from street to chic. There was drama at every turn, at every challenge, and on every photo shoot. There were tears, there were tantrums. And it was just too much for some. With this much competition, the judges had to make difficult cuts. And it all ends tonight when one girl will be Australia's Next Top Model.⁷⁸⁸

As Erika described the remaining women in the competition, she touched on reasons why each could or could not succeed. Her descriptions included sentences that seemed to emphasize archetype behavior. She said,

Will it be Jessica who, from the very beginning, has doubted her unique look? And on her rollercoaster ride, almost went over the edge. But even when Jessica was struggling with her emotions, she worked hard and kept delivering the goods. Tonight, Jessica will need to prove to the judges that she has diversity more than her editorial look.⁷⁸⁹

She had even more to say about Eboni,

Will it be Eboni, who despite never being in front of the camera before produced some amazing shots? But, when an old neck injury forced Eboni into the hospital to save her life, she thought her dream was over. And when she recovered, not all the girls were pleased to see her return. But straight talking Eboni and her no-nonsense attitude gave as good as she got. Doubts remain in the judges minds: Will Eboni be able to cope with the physical demands of modeling?⁷⁹⁰

⁷⁸⁸ "The Girl Who Becomes Australia's Next Top Model." *Australia's Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁷⁸⁹ Ibid.

⁷⁹⁰ Ibid.

She had insight into Simone as well,

Will it be Simone who captivated the judges with her classic beauty? Simone delivered gorgeous photo after gorgeous photo but struggled between her commitment to modeling [and] her commitment to marriage. A top model has to be more than beautiful. They need passion to drive them to the top of the industry. Tonight, Simone will have to prove her beauty is matched by her passion.⁷⁹¹

The women were excited to make it to the final three. Jessica said, “Right from the start, it’s been my goal to get into the top three.”⁷⁹² Simone said, “I’m really excited to be in the top three.”⁷⁹³ Eboni thought she was going to be eliminated at the end of the last episode, so she was surprised and pleased to be in the final three. She said, “I can’t even believe I’m really in the final three. It’s still sort of sinking in, I suppose.”⁷⁹⁴

Erika met with the three women and told them she had set up a meeting for them the next day. They would be meeting Charlie Brown, one of Australia’s leading fashion designers. She has worked with some of the world’s top models and would be giving advice about how to win the competition. Erika encouraged them to ask Charlie any questions they had and “...get some sleep ‘cause you’re gonna need it.”⁷⁹⁵

Jessica called her boyfriend and said, “Oh my God, I’m in the top three! I did it, yeah!”⁷⁹⁶ Eboni told her boyfriend, “The final three are me, Simone and Jessica.”⁷⁹⁷

Simone struggled on the telephone with her boyfriend/fiancé. She said, “I need some

⁷⁹¹ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁷⁹² Ibid.

⁷⁹³ Ibid.

⁷⁹⁴ Ibid.

⁷⁹⁵ Ibid.

⁷⁹⁶ Ibid.

⁷⁹⁷ Ibid.

kind of support while I'm up here. I support you being down there, you know what I mean, like, I'm asking how you're going and if you're going okay and all about you and you never ask, 'Baby, are you okay?'"⁷⁹⁸ Upon waking up the next day, Jessica put on her make-up and said, "The first thing I felt when I woke up this morning is very alone and like a storm is brewing."⁷⁹⁹ She could tell that Eboni and Simone did not want her to beat them. Eboni and Simone discussed their hopes and plans. Eboni said, "I'd fucking shit myself if Jessica won this competition."⁸⁰⁰ Simone said, "I think it would be bad for either one of us if one of us is left."⁸⁰¹ She hoped Jessica would be eliminated. Eboni said, "I want to sort of sabotage Jess and kick her around."⁸⁰²

They went to Charlie Brown's store and were greeted by Charlie. Eboni asked her if she had any tips for them. Prior to her answer, Eboni explained how thrilled she was to meet Charlie Brown, "She's been one of my favorite designers since I was a little girl, so... Just to finally meet her in the flesh, I was pretty psyched about it."⁸⁰³ Charlie had worked with Linda Evangelista, Jerry Hall and Helena Christensen, to name a few top models. She admired how professional and easy those particular models were to work with. As the women left her store, Charlie gave each of them a charm bracelet and wished them good luck.

⁷⁹⁸ "The Girl Who Becomes Australia's Next Top Model." *Australia's Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁷⁹⁹ Ibid.

⁸⁰⁰ Ibid.

⁸⁰¹ Ibid.

⁸⁰² Ibid.

⁸⁰³ Ibid.

When the women went home, an Erika Mail awaited them, “Now it’s down to the final three. Does your face deserve a cover?”⁸⁰⁴ Michael Azzollini greeted the women at the photo shoot. He told them, “Today, we’re doing a beauty shoot. The beauty shoot I want today has to hold itself up against all the international mags; has to blow everybody away. You have to perform today like you’ve never performed before and you have to really work the camera.”⁸⁰⁵ Simone said, “It’s this spot that we’ve been working up to. Everything this week. And who you are, what you’re about and selling it in one shot.”⁸⁰⁶ Michael said he brought a friend to show the women how beauty shots are done. His friend was Erika! Nick Leary was their photographer and he said, “You have all got a bit of an advantage today. Erika is first up so take notes on what she’s doing. You’re actually quite lucky to see someone of her standing working and showing you the way.”⁸⁰⁷ The women watched Erika work in front of the camera and were grateful to learn “tips” from an expert.

Jessica was up first. She said, “Nick really didn’t give us too much direction. He basically just said ‘be yourself.’”⁸⁰⁸ Michael was unhappy with Jessica’s performance. He said, “Jess is moody. There’s not much room in this industry for models that are moody and for models that have a bit of an attitude problem, and Jess does. Jess definitely has an attitude problem.”⁸⁰⁹ Eboni watched Jessica’s photo shoot and thought

⁸⁰⁴ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁰⁵ Ibid.

⁸⁰⁶ Ibid.

⁸⁰⁷ Ibid.

⁸⁰⁸ Ibid.

⁸⁰⁹ Ibid.

Jessica used the same facial expression and pose over and over again. She said, “The honest truth is I don’t like her, she’s a two-faced bitch.”⁸¹⁰ Simone said, “She’s not versatile enough. And she only gives one look...”⁸¹¹ Nick thought Jessica was beautiful but an “odd beautiful”. Simone was up next. Nick thought Simone seemed reserved. He felt had not pushed the boundaries enough. Michael liked Simone’s shoot because he thought she was a “true professional”. Finally, it was Eboni’s turn. She said, “I have to keep up basically because I want to make it through to the next round.”⁸¹² Jessica was not a fan of Eboni’s. She said, “What I find alluring or what I would like to see in a magazine... Eboni’s probably not it.”⁸¹³ Michael admired Eboni. He said, “In this modeling industry, girls like Eboni go a hell of a long way because photographers love having girls like that around.”⁸¹⁴ Nick was impressed with Eboni’s looks and abilities to possibly work in a commercial and walk runways. He said, “She’s great, but can I say one thing today? I think the other girls worked harder than Eboni.”⁸¹⁵ Michael told the women he wanted to know how tall they were. Jessica was happy Michael was measuring them because Eboni always claimed to be four to five centimeters taller than her. Jessica was 178.5 centimeters tall and Eboni was 179 centimeters tall. Jessica said, “I think Simone was about 5 centimeters shorter.”⁸¹⁶ Michael was concerned about Simone’s height. He told the camera, “Simone’s the shortest out of the group and that

⁸¹⁰ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸¹¹ Ibid.

⁸¹² Ibid.

⁸¹³ Ibid.

⁸¹⁴ Ibid.

⁸¹⁵ Ibid.

⁸¹⁶ Ibid.

might hold her back in this industry.”⁸¹⁷ Eboni claimed to have been measured around 192 centimeters, but was only 179 centimeters tall when Michael measured her. When their heights were measured and their shoots were over, Erika told the women,

Only one more thing for you to do. A couple of castings for an exclusive fashion show at a Sydney harbor side venue. The designers are Nookie, Buddha’s Punk, Religion, Pawnee and Tight Knickers. Only catch is that only two of you will do the show. You have half an hour to get to your first casting.⁸¹⁸

The women were nervous about the casting interviews. Jessica said, “My heart started thumping because I really want it. I mean, I put two months into this and given it all I got not to do my very, very best.”⁸¹⁹ They went to the initial casting for the designers of Tight Knickers clothing line. Simone said, “I was first up in the casting so I was a little bit nervous.”⁸²⁰ They moved on to Eboni. She told them, “I’ve never done any modeling before so this has been a huge big thing for me.”⁸²¹ The designers thought Eboni had a very strong editorial look. Jesse Margolis, the art director of Tight Knickers, said, “I like Eboni quite a lot. She is the worst walker of the group, though, which is unfortunate because she has the most unique and strongest look.”⁸²² Jessica was concerned about some of the photographs in her portfolio. She said, “There’s one photo in my folio, the circus shoot, which I don’t think does my body justice.”⁸²³ She continued, “I’ve done a hell of a lot of work on my body since I’ve been here. I just sort

⁸¹⁷ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸¹⁸ Ibid.

⁸¹⁹ Ibid.

⁸²⁰ Ibid.

⁸²¹ Ibid.

⁸²² Ibid.

⁸²³ Ibid.

of hoped they'd pay more attention to the photo of me in the bikini at the beach and not the other, but that's all you can hope for."⁸²⁴ Jesse Margolis liked Jessica. He said, "That's the best walk we've seen."⁸²⁵ The Tight Knickers designers thought they would definitely use Jessica in their fashion show. They thought it would be tough to decide between Eboni and Simone regarding who would be the second model chosen to walk in their show.

The women went to their second casting for the Nookie clothing line. Simone said, "As soon as I walked into the store, I knew that this was a label I had to wear and if I didn't get the casting, I'm going to be pissed."⁸²⁶ The Nookie designers thought Simone had a "very sexy vibe" when she walked. Jessica started walking and the designers asked her to walk again. Jessica told the camera, "I just didn't feel like me. I was so exhausted, I could barely lift my feet."⁸²⁷ Simone worried that Jessica might "lose it again". The Nookie designers thought Jessica seemed very sweet and serious about the fashion industry. Eboni's turn was next. One of the Nookie designers asked Eboni where the bruises on her thighs were from. Eboni said, "I've got a tear in one of my left arteries that links to my brain. I have to inject myself daily with blood thinning medication."⁸²⁸ The designers felt Eboni did not take the casting interview seriously.

⁸²⁴ "The Girl Who Becomes Australia's Next Top Model." *Australia's Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸²⁵ Ibid.

⁸²⁶ Ibid.

⁸²⁷ Ibid.

⁸²⁸ Ibid.

Eboni said, “I thought, just fuck it. If they don’t like the way I am, I’m not right for the job then, basically.”⁸²⁹

When the women returned home, they received another Erika Mail, “Get ready for a treat to calm your nerves.”⁸³⁰ They were taken to a hair salon for full body massages. Simone said, “I was just laying there and I nearly feel asleep quite a few times and totally forgot about the competition and I think that’s exactly what I needed.”⁸³¹

After their massages, the women received another Erika Mail, “Hope you’re now cool, calm and collected. Soon someone will be eliminated. Who will the judges decide to be the final two?”⁸³² Simone called her boyfriend and told him she thought she would be the next one eliminated. Eboni and Simone both want Jessica to be the one eliminated.

Eboni said, “The person I want not to make it through to the final two would be Jessica. I want Simone to win. That is honest and that is genuine. And I want Simone to win because I don’t want someone who’s two-faced to win.”⁸³³

The women went to judging. Erika greeted the girls,

Welcome girls. Tonight is a very special elimination because only two of you will be left to compete in an exclusive fashion show on Sydney Harbor in Cargo Lounge, featuring some of Australia’s, and the world’s, most respected fashion designers. How you perform in this show will determine who will be Australia’s Next Top Model.⁸³⁴

⁸²⁹ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸³⁰ Ibid.

⁸³¹ Ibid.

⁸³² Ibid.

⁸³³ Ibid.

⁸³⁴ Ibid.

The guest judge was Nick Leary, the photographer who took their beauty shots. Erika said, “You shot a beauty photo this week. And we have high expectations that it’ll be good enough to appear on the cover of a real magazine.”⁸³⁵ Eboni was up first. Erika noticed during the shoot that all three women were very focused and very quiet. Eboni told her they had been “in the zone”. Erika said, “Yeah, absolutely. They were in the zone, it was a real pleasure to watch.”⁸³⁶ Georges really liked Eboni’s picture. He told her, “I think it really is your most beautiful photo. I absolutely love it.”⁸³⁷ Victoria agreed. She told Eboni, “You look amazing. I hate you.”⁸³⁸ (Victoria having said “I hate you” did not mean she held ill will toward Eboni, but that she was jealous of Eboni’s beautiful photograph). The judges analyzed Simone’s picture. Georges said, “I think it’s gorgeous.”⁸³⁹ Victoria commented, “Unbelievable. Incredible.”⁸⁴⁰ The judges were surprised and pleased when they saw Jessica’s photograph. Alex Perry said, “I was really worried about yours because you do have an unconventional look.”⁸⁴¹ He told Jessica her photograph was his favorite among the three shots. Victoria said, “And that’s saying something because all the pictures are amazing.”⁸⁴² Alex thought Jessica’s picture was beautiful and looked like a real magazine cover. Erika congratulated the women for having made it to the final three before they left the room so the judges could deliberate.

⁸³⁵ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸³⁶ Ibid.

⁸³⁷ Ibid.

⁸³⁸ Ibid.

⁸³⁹ Ibid.

⁸⁴⁰ Ibid.

⁸⁴¹ Ibid.

⁸⁴² Ibid.

Nick said the slightest weakest link for him would be Simone's photo. Erika pointed to Eboni and Jessica's pictures and said, "These girls are overshadowing her slightly."⁸⁴³ Alex pointed to Eboni and Jessica's photographs and said, "Editorially, these are far stronger images."⁸⁴⁴ Victoria said, "I mean, Jess has shown that she is prepared to put in 100% in every area and she's proven to the doubters early on in the competition that she can pull off a great shot."⁸⁴⁵ Erika said, "Eboni has a very obvious weakness, her health. Will it be hard for her to get in various positions at photo shoots?"⁸⁴⁶ Georges replied, "Eboni's weakest point, from what I can tell, is her walk."⁸⁴⁷ Erika agreed and said, "With her stature, she should absolutely be able to gun it down a catwalk, but she's very stiff."⁸⁴⁸ Georges said he was more likely to pick Jessica as a finalist than Eboni because he had not seen a good walk from Eboni yet.

Erika called the women back into the room and told them the decision was a difficult one to make. She said, "I have three, very unique, beautiful girls standing in front of me. But, I only have two photographs in my hands. These pictures represent the two girls who will compete on the catwalk to become Australia's Next Top Model."⁸⁴⁹ Eboni's name was called first. Erika spoke to Simone and Jessica before announcing the second finalist,

⁸⁴³ "The Girl Who Becomes Australia's Next Top Model." *Australia's Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁴⁴ Ibid.

⁸⁴⁵ Ibid.

⁸⁴⁶ Ibid.

⁸⁴⁷ Ibid.

⁸⁴⁸ Ibid.

⁸⁴⁹ Ibid.

Simone, you're beautiful. But over the weeks, we've had concerns if you have the inner diva to impress the fashion elite of this industry. Jess, you're sophisticated and edgy, but when you appear in a magazine, you need for people to be able to relate to you. In the short time we have left, the judges and I feel, only one of you will be able to get it together. The girl who's going to the final round is... Jessica.⁸⁵⁰

Simone was disappointed, but understood the judges' decision. She said to camera, "The judges maybe knew I didn't want it as much as the other girls. I didn't necessarily think Jess would come this far. I knew she'd be the dark horse in the competition. Eboni, I think is the best girl I've ever met."⁸⁵¹ She left some clothes for Eboni and a dress for Jessica. As she exited the model apartment, she said, "Eboni deserves to win."⁸⁵²

When Eboni and Jessica returned to the apartment, Eboni said, "I was really really emotional because I was sort of convinced I was gonna go home today."⁸⁵³ Jessica was very excited to be in the final two. They drank a toast and Eboni said, "Cheers to being the last two."⁸⁵⁴ Later, Eboni turned to camera and said, "I wanted Jess to go."⁸⁵⁵ Jessica was naïve about her relationship with Eboni. Jessica said, "I'm very happy being in the top two with Eboni. She's a great girl and we get along very well."⁸⁵⁶ Jessica called her mother with the news that she made it to the final two. Her mother was thrilled for her. Eboni called her boyfriend, telling him that she semi-wondered why she made it to the

⁸⁵⁰ "The Girl Who Becomes Australia's Next Top Model." *Australia's Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁵¹ Ibid.

⁸⁵² Ibid.

⁸⁵³ Ibid.

⁸⁵⁴ Ibid.

⁸⁵⁵ Ibid.

⁸⁵⁶ Ibid.

final two. She said, “They love that I’m down to earth.”⁸⁵⁷ She was correct – the judges admired her “real” personality.

The next day, the women became keenly aware that there were only the two of them left in the competition. Eboni said, “The morning after elimination, when Simone was eliminated, I wake up and it was just Jessica and I in the house.”⁸⁵⁸ Jessica said, “It’s just Ebi and I. If Eboni and I aren’t talking, there’s just this deathly silence in the house.”⁸⁵⁹ Erika visited the women and asked if they had any pre-show jitters. Eboni said, “It’s still hard to believe that I’m in the final two of this competition. Because, in the past, I was always considered the ugly one and I was never getting attention from boys. I was heavily teased in grammar school.”⁸⁶⁰ Jessica said, “I just can’t believe it. I remember being on the bus and thinking I didn’t have a chance. And being in the final two!”⁸⁶¹ Erika had a surprise for them. She said, “So, I have a treat for you. You need to get packing because there’ll be a limo arriving shortly, taking you to stay tonight in a luxury suite at the Hilton just so that you can get in the mood for a big show tonight.”⁸⁶² As Erika left, she told the girls to make her and the other judges proud.

The two women rode in the limousine to the hotel. Eboni said, “I don’t think I’ve ever been so excited in my life. Or is that a lie? No. This is the most excited I’ve ever

⁸⁵⁷ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁵⁸ Ibid.

⁸⁵⁹ Ibid.

⁸⁶⁰ Ibid.

⁸⁶¹ Ibid.

⁸⁶² Ibid.

been.”⁸⁶³ Jessica agreed and said, “I just wish all my friends could be here. That’s the only thing that could make it better.”⁸⁶⁴ When they arrived at the luxury suite, Eboni said, “When we walked into our room at the Hilton, I was gobsmacked and sort of blown out and I think Jessica was as well. We’re spending the night in this luxurious apartment.”⁸⁶⁵ They were both excited about the whirlpool bathtub, the television in the bedroom and the view of Sydney. Eboni said, “This is really sort of rock star type of shit.”⁸⁶⁶ Jessica proposed a date for them after the show. She said, “Eboni, tonight, champagne, you, me, this spot, ah ha!”⁸⁶⁷ Room service arrived with a huge platter of chocolate truffles with an Erika Mail attached. Before reading the Erika Mail, Eboni and Jessica jokingly chastised Erika for tempting them with so many chocolates pre-show. The Erika Mail said, “Australia’s Top Model should arrive to every show in style. Make your way downstairs.”⁸⁶⁸

The women took a water taxi to the show. Their stylist, Michael Azzollini, greeted them,

Congratulations. Final Two. We’re at Cargo Bar, one of the city’s hottest nightspots. You’ll be parading clothes by some of Sydney’s hottest designers to the fashion elite of Sydney. The judges will be inside as well so make it count. Give it everything you’ve got. Own that runway.⁸⁶⁹

⁸⁶³ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁶⁴ Ibid.

⁸⁶⁵ Ibid.

⁸⁶⁶ Ibid.

⁸⁶⁷ Ibid.

⁸⁶⁸ Ibid.

⁸⁶⁹ Ibid.

Eboni said, “This is the last thing we’re gonna be judged on and this is sort of the icing on the cupcake for the competition.”⁸⁷⁰ Michael said, “Tonight may be the only reason you win this competition. Make it the reason you won it.”⁸⁷¹ Jessica felt Michael was telling them “don’t screw up” because this was “the real deal”. Michael told them that a choreographer was going to show them when and where they were going to walk. Jessica had new concerns to worry about. She said, “Eboni’s walk has really improved. The thing I really felt like I had up on her was my walk. It really encouraged me so I was feeling a bit like I could really up the ante here. I don’t know when she’s been practicing, but she obviously had.”⁸⁷² Jessica joked that she would push Eboni off the catwalk. She noticed the atmosphere between she and Eboni changed once they arrived at the fashion show rehearsal. She said, “It was strange because instantly at rehearsal, Eboni and I went from being quite close to not at all.”⁸⁷³ Eboni said, “The tension between us, like, has really really changed. We sorta had our distance the whole time and got really quiet with ourselves.”⁸⁷⁴ Jessica wished Eboni all the best. Eboni was more focused on herself. She said, “I just don’t want to fuck this up because this is my last chance basically.”⁸⁷⁵

The fashion show would begin shortly. Jessica said, “Just before the show, I wasn’t nervous. I was just really excited. I was thinking I really want to do this, like, all

⁸⁷⁰ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁷¹ Ibid.

⁸⁷² Ibid

⁸⁷³ Ibid.

⁸⁷⁴ Ibid.

⁸⁷⁵ Ibid.

the time.”⁸⁷⁶ Erika went backstage and told Jessica to have fun. She asked Eboni how she was feeling. Eboni said she was nervous. Erika said, “Forget it. Forget about everything. Just be gorgeous, have fun. It’s gonna be amazing.”⁸⁷⁷ The women walked in the fashion show. After the show ended, they went backstage and Jessica said, “And then we went backstage. I burst into tears because that was it. It was over.”⁸⁷⁸ Eboni said, “It was such an adrenaline rush and it was worth all the butterflies beforehand. And it was worth feeling those emotions beforehand, you know. You get to feeling nervous, you know, if you don’t feel nervous, somethin’s not right.”⁸⁷⁹ Michael thought they did very well in the show. He told Eboni, “It was crazy, you looked amazing. Well done, babe.”⁸⁸⁰ Eboni said, “I’m really proud of how it went tonight. No matter what happens, I’m so glad I got out there and got to go.”⁸⁸¹ Jessica said, “The eight weeks is up. Just down to Eboni and I. And now all we have to wait for is the judging.”⁸⁸²

The next day, a man who worked for the Sydney Hilton delivered Erika Mail, “On a day with high hopes, it always helps to have a fresh outlook on things. Be ready in 15 minutes for your last supper and remember, the sky’s the limit.”⁸⁸³ Eboni thought the mail meant they were going to the Center Point Tower for lunch “or something”. They went to the top of Center Point Tower and Jessica said, “When I got to the top, it was just

⁸⁷⁶ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁷⁷ Ibid.

⁸⁷⁸ Ibid.

⁸⁷⁹ Ibid.

⁸⁸⁰ Ibid.

⁸⁸¹ Ibid.

⁸⁸² Ibid.

⁸⁸³ Ibid.

brehtaking.”⁸⁸⁴ Eboni thought the view was beautiful, too. She said, “It’s like coming to Sydney on a plane; the view you get when you come to Sydney on a plane. And then, we’re looking at the Sydney Harbor Bridge and I was just checking out the sights and all of a sudden, I hear these ‘hellos!’”⁸⁸⁵ Jessica noticed, “Hey now, that’s Eboni’s boyfriend. And then I went, if Eboni’s boyfriend’s here...”⁸⁸⁶ Jessica’s boyfriend showed up, too. Jessica said, “I was feeling so anxious and quite pent up and then someone’s giving me a hug.”⁸⁸⁷ Eboni said, “I almost had to pinch myself. Like, is this really happening to me? I can’t believe it. It’s just so surreal.”⁸⁸⁸ Jessica said, “I can’t help bursting into tears. I just haven’t seen him for two months.”⁸⁸⁹

While the women lunched with their boyfriends, Erika brought Michael Azzollini to meet with the judges. She said, “So, I thought I’d get Michael in. Perhaps he can give us a more intimate portrayal of some of the behavior or some of the positive or negative things that the girls have going for them.”⁸⁹⁰ Michael talked about Jessica first. He said, “She’s so professional that she can be booked for a job and I know she takes the industry seriously, so seriously, that she’s ready to be a model, to work in this industry and to give it respect.”⁸⁹¹ He had positive things to say about Eboni, but had some doubts about her drive. He said,

⁸⁸⁴ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁸⁵ Ibid.

⁸⁸⁶ Ibid.

⁸⁸⁷ Ibid.

⁸⁸⁸ Ibid.

⁸⁸⁹ Ibid.

⁸⁹⁰ Ibid.

⁸⁹¹ Ibid.

And then, Eboni. Day one with me and Eboni, she was a star because she was like, the roughest out of the lot, to me. To me, she was like, ‘yeah, how’s it goin’?’ But she was so beautiful. She hasn’t clicked like Jess has yet. As in, this is a moneymaking business. I have to be on 24/7 and I’m behind the camera now. And I just can’t sit there and be a gorgeous model.⁸⁹²

It is important to understand that when Michael said “behind the camera”, he clearly meant “in front of the camera”. He ended by telling the judges, “It being down to these two girls, I think it’s gonna be tough.”⁸⁹³

While lunching with their boyfriends, Jessica and Eboni received their last Erika Mail, “Eight weeks of blood, sweat and tears comes down to today. Tonight you will face the judges for the last time. One of you will be Australia’s Next Top Model.”⁸⁹⁴

The women went to the final judging and Erika greeted them,

I want to congratulate you. We are all so proud of you. Our striking Brisbane hippie, our cheeky Tasi devil... Over the past eight weeks, we’ve watched you transform from no modeling experience to being on the verge of an international modeling career. But, only one of you can be Australia’s Next Top Model.⁸⁹⁵

She told the women that there would not be a special guest judge for final judging. The judges, who had been at every elimination, would analyze them because they had seen their transformations and knew their strengths and weaknesses. They started by viewing video of Eboni walking in the fashion show. Victoria said, “You guys killed it, you were the best.”⁸⁹⁶ Erika said, “I think immediately you were the most commanding on the

⁸⁹² “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁹³ Ibid.

⁸⁹⁴ Ibid.

⁸⁹⁵ Ibid.

⁸⁹⁶ Ibid.

catwalk.”⁸⁹⁷ Alex noticed Eboni’s initial nervousness. He said, “You kind of came out looking a bit shell-shocked when you first came out. As you did your second and third run, you got really comfortable with it.”⁸⁹⁸ Victoria said, “It was a really intimidating situation and you really were fantastic.”⁸⁹⁹ Georges thought there were some parts of Eboni’s walk that could be improved if she relaxed more.

They viewed Jessica on the catwalk next. Victoria said, “Amazing, amazing. Your body looked unbelievable.”⁹⁰⁰ Alex said, “When you walked out, I immediately thought, ‘I would book her.’”⁹⁰¹ Victoria added, “I think it’s wonderful that someone with your unique look could pull off straight which is the exact opposite the feeling that you get.”⁹⁰² Georges had high praise for Jessica’s runway walk. He said, “You have, in my opinion, one of the best walks I’ve seen. I think it’s amazing.”⁹⁰³ Alex admired how both women did not look like “typical” models. He said, “You’re not what people would perceive models to be like out of this situation. But then you just click into it and you come up with these beautiful photos and these great shots. And I always think the best models are like that.”⁹⁰⁴

Erika wanted to move on to analyzing their photographs. The first picture they took was the body jewelry shot. Erika said, “I love this picture of you, Eboni. To me,

⁸⁹⁷ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁸⁹⁸ Ibid.

⁸⁹⁹ Ibid.

⁹⁰⁰ Ibid.

⁹⁰¹ Ibid.

⁹⁰² Ibid.

⁹⁰³ Ibid.

⁹⁰⁴ Ibid.

that was the perfect complement to your physical structure.”⁹⁰⁵ Alex could not believe how much Jessica had changed since that first photo shoot. The next photo they did was for the circus freak shoot. Alex loved both of the women’s photographs that week and still loved them eight weeks later. When the judges analyzed the starlet photographs, Georges said, “I like this picture of Jess. I don’t like this picture of Eboni.”⁹⁰⁶ Erika felt Eboni was not giving an honest emotion in the starlet picture. They analyzed the swimsuit photograph. They only had a picture of Jessica from that week because Eboni had been in the hospital. Of Jessica’s swimsuit shot, Victoria said, “Your body looks amazing.”⁹⁰⁷ Alex said, “This is one of my favorite shots of the whole series. Your body looks amazing. It was kind of like your reveal.”⁹⁰⁸ Georges said, “I think there was definitely something that clicked around this week. That and every image since has been amazing.”⁹⁰⁹ The judges discussed the red dresses/hanging from ropes photographs. Georges told Jessica, “Your mind is on it so you just did it. I think it’s an unbelievable characteristic.”⁹¹⁰ He told Eboni, “You hated that shoot but that was my favorite shot. It’s very contemporary, it’s very strong.”⁹¹¹ The judges discussed their last photographs, the ones from the beauty shoot. Victoria said, “They’re both outstanding. You both

⁹⁰⁵ “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁹⁰⁶ Ibid.

⁹⁰⁷ Ibid.

⁹⁰⁸ Ibid.

⁹⁰⁹ Ibid.

⁹¹⁰ Ibid.

⁹¹¹ Ibid.

definitely deserve to be standing here tonight.”⁹¹² Erika added, “It’s obvious you’ve both come such a long way.”⁹¹³

The women left the room so the judges could have their final deliberation. The judges were torn about who should win the competition. Erika said, “I feel like if we were to look purely at potential, I still think Eboni’s got more.”⁹¹⁴ Georges agreed and thought Eboni was more versatile than Jessica. Alex said there was a battle going on in his head between the two women. He said, “It’s unexpected how good Jess has gotten in the past few weeks for me.”⁹¹⁵ Victoria said, “She’s evolved.”⁹¹⁶ Alex added, “Jess is by far better on the runway than Eboni is. She could do a major show tomorrow.”⁹¹⁷

Victoria felt people could not help but fall in love with Eboni the second they met her.

She also believed Jessica progressed a great deal since the beginning of the competition.

Georges did not think Jessica was as good as Eboni. Alex said,

Two wild cards, which I consider about Jessica: number one, she makes clothes look great which is the job of a model. The second wild card is, I never thought it was possible, but in her last shot, I don’t think any of us considered her a beauty model.⁹¹⁸

Georges thought that Jessica had taken some beautiful pictures and had a wonderful runway walk, but he did not think she would be as versatile or sellable as Eboni.

They made a decision and called the two women back into the room. Erika said,

⁹¹² “The Girl Who Becomes Australia’s Next Top Model.” *Australia’s Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁹¹³ Ibid.

⁹¹⁴ Ibid.

⁹¹⁵ Ibid.

⁹¹⁶ Ibid.

⁹¹⁷ Ibid.

⁹¹⁸ Ibid.

In a moment, I will announce who will be Australia's Next Top Model. This decision was extremely difficult. We see great potential in both of you. Eboni, when you came here, you had never even walked in a pair of heels and there were times when we doubted that you would even get through. And here you stand in front of us elegant, a true model. Jess, from the very beginning of the competition, we doubted whether you should be here in the first place. And yet, you've proven yourself not only to us, but most importantly to yourself. But Eboni, Jessica, there can be only one winner...⁹¹⁹

Eboni won. Jessica said, "Obviously, I feel disappointed that I didn't win. But I also feel very proud of her. I can't imagine what my life is going to be like when I get home."⁹²⁰

Eboni said, "I can't actually believe it. The whole time I've been here feels like a dream. I wanted it really bad. It's my dream!"⁹²¹ She called her mother and told her that she won. Erika summarized, "Eboni's unique beauty combined with her down-to-earth attitude makes her one in a million. Eboni is Australia's Next Top Model."⁹²² Yes, Eboni was attractive and photographed well, but her "bad ass" *real* personality impressed the judges. The fact that she was hospitalized during the competition and was able to return and succeed showed how a Woman with a Tragic Back Story could overcome adversity. Her story provided a compelling narrative arc for *AusNTM*, and, ultimately, a happy ending.

⁹¹⁹ "The Girl Who Becomes Australia's Next Top Model." *Australia's Next Top Model*. Host Erika Heynatz. 22 Feb 2005. Television.

⁹²⁰ Ibid.

⁹²¹ Ibid.

⁹²² Ibid.

BRITAIN'S NEXT TOP MODEL FINDINGS

Much like the findings for *AusNTM*, archetypes found in *BNTM* were present in *ANTM*. A few of the “new” archetypes found in *AusNTM* appeared in *BNTM*. Three new archetypes appeared in *BNTM* as well.

The women who competed in the second cycle of *BNTM* were examples of the following stereotypes:

- Sarah Butler was 21, from London and was an ABW and occasionally TB (Angry Black Woman – a black woman who seems hostile much of the time and The Bitch).
- Abigail Clancy was 20, from Liverpool and was an SW and CG (Sexy Woman – a woman who has unusually large breasts for a model and has difficulty masking her sex appeal; she needs to appear more high fashion and less like the models in men’s magazines and the Commercial Girl).
- Georgina Edewor-Thorley was 19, from London and was a WTBS (Woman with Tragic Back Story – in Georgina’s case, this meant a lifelong battle with skin problems).
- Lucy Flower was 24, from Sheffield and was an OSUW and (Odd Seemingly Unattractive Woman).
- Lianna Fowler was 18, from Darby and was an OSUW, IG, TOL, TB and a UW (The Odd Loner – a woman who claims to be insecure, but if she is not center of attention, she wanders off by herself to sulk and the Unstable Woman – a woman who cries seemingly constantly and falls apart during the smallest of incidents).
- Samantha Gerrard was 20, from South Wales and was an OSUW.
- Asha Hibbert was 20, from York and was a WTBS

- Tamar Higgs was 23, from Kent and was an OSUW and occasionally a UW.
- Nina Malone was 23, from Cambridge and was an IG (Insecure Girl).
- Amber Niemann was 19, from Cardiff and was a BBM, CG and a slightly SW (Boring Blonde Mannequin).
- Sophia Price was 20, from Hempstead and was an IG.
- Jasmia Robinson was 18, from London and was an IG and TB.
- Yvette Stubbs was 19, from West Sussex and was a BBM.

Cycle 2, Episode 1

Before addressing the findings in *BNTM*, identification of main judges and prizes is necessary. The main judges were Lisa Snowden (she was also the host of *BNTM* and a super model herself), Paula Hamilton (longtime super model) and Jonathan Phang (a top fashion industry veteran). The prizes for which the women competed were: starring in a new campaign for Ford Fiesta, a contract with Models One and a six-page fashion shoot plus the cover of *Company Magazine*.

For the first episode, the archetypes explored were the Odd Seemingly Unattractive Woman (OSUW), the Sexy Woman (SW) and the Insecure Girl (IG). There were four OSUWs featured during this episode: Lucy, Tamar, Lianna and Samantha. The women identified as OSUWs each had unique physical features. For example, Lucy had extremely pale hair and skin. Tamar and Samantha both had darker hair and prominent gaps between their front teeth. And Lianna had short dark hair and seemingly too many teeth in her mouth – the other models and judges each made comments about her overbite throughout the competition. Nina and Yvette were identified as IGs because

they both lacked confidence. And Abigail was an SW, identified as such because of her large breasts and pin-up looks.

At the beginning of the first episode, Lisa Snowden explained what modeling is and how many model wannabes were cast. Lisa said,

Modeling isn't just about being beautiful. And fashion isn't just about being glamorous. It's tough to make it to the top. And now I want to give those girls who dream of becoming a model a chance to make that dream come true. After a nationwide search across the U.K., I found thirteen stunning girls. They all believe they've got what it takes but only one will become Britain's Next Top Model.⁹²³

Asha was the first model who arrived at a bar to meet the other models. She claimed that her worst nightmare would be living with someone who was “really posh and up themselves.” She would be uncomfortable around wealthy, cultured and snobby women. Next Georgina arrived. She told the camera, “I'm very ambitious. I'm very hard working. I just generally love the whole idea of being a model.”⁹²⁴ Abigail arrived next. She told the camera, “I'm a singer, but a lot of people have said to me I should do modeling. I was in a girl band... I love fashion and I can't do anything I'm not in love with.”⁹²⁵ Soon Sophia arrived. She noted that she was the “tall, skinny one that obviously stood out”. Her insecurities were revealed upon her first statement about the other women. She said, “When I first walked in the room, it just made me realize, what

⁹²³ “Episode #2.1.” *Britain's Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹²⁴ Ibid.

⁹²⁵ Ibid.

am I doing here? God, I must look like the girls next door compared to these other girls.”⁹²⁶

Confident Amber arrived next. She said, “I’ve always been told by loads of people that I should be a model so I really believe I can do this.”⁹²⁷ Abigail was immediately impressed by Amber. She said (about Amber), “She’s gorgeous. She could definitely be a top model already.”⁹²⁸ Sullen Sarah arrived next. She said, “When we first met everyone, I think I was being a bit quiet. Not really because I was being shy or anything. I don’t make an effort to sort of, like, be the most entertaining or the loudest or whatever.”⁹²⁹ Lianna arrived and told the camera that she had multiple ambitions. She said, “I love the idea of dressing up and having my make-up done. I just really feel like modeling is something I need to do before I start with my career in the police force.”⁹³⁰ Nina arrived and told the camera, “I’ve been modeling before and I just want to do as much as possible...”⁹³¹

Nina’s insecurities did not reveal themselves early on. Her beauty drew the attention of Asha and Sophia. Asha said, “I think Nina’s probably the prettiest.”⁹³² Sophie said of Nina, “I could never look like her. So, I always find completely opposite people really attractive.”⁹³³ Initially, Nina seemed to have false confidence. She said,

⁹²⁶ “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹²⁷ Ibid.

⁹²⁸ Ibid.

⁹²⁹ Ibid.

⁹³⁰ Ibid.

⁹³¹ Ibid.

⁹³² Ibid.

⁹³³ Ibid.

“Everyone looks so different and I was, like, okay, I can just be in there and be my own and be unique. I don’t feel any immediate competition.”⁹³⁴ Extraordinarily unusual looking Lucy arrived. Her pale hair and skin impressed Georgina. She said, “Lucy had this sort of amazing alabaster skin and I just couldn’t take my eyes away from her.”⁹³⁵ Yvette arrived and had personal reasons why she wanted to be a model. She said, “I want to be Britain’s Next Top Model because my dad wants me to start. He passed away three years ago and I really want to make him proud of me.”⁹³⁶ Tamar arrived seeming very confident in her beauty. She said, “I’d like to be Britain’s Next Top Model because I’ve just had this burning desire inside me since before I can remember.”⁹³⁷ Lianna recognized Tamar as her main competition because they both had unusual looks. Lianna said, “Tamar really stood out to me. She’s absolutely beautiful. She had fantastic features and she really felt like competition.”⁹³⁸ Lianna continued, “If I stand too close to her, I’m gonna start being a cow ‘cause I’m just gonna want to wreck her.”⁹³⁹ Tamar thought Lianna was her main competition, too. She said, “Lianna just stands out for me because she’s got that perfect fashion body and that perfect fashion face. And she is my competition definitely.”⁹⁴⁰

Jasmia arrived and believed her cultural background and ethnicity would help her in the competition. She said, “I feel I’ve got a lot to offer. I think I have a little bit of

⁹³⁴ “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹³⁵ Ibid.

⁹³⁶ Ibid.

⁹³⁷ Ibid.

⁹³⁸ Ibid.

⁹³⁹ Ibid.

⁹⁴⁰ Ibid.

spice and also I feel there's not that many mixed-race models out there and I really want to rep it."⁹⁴¹ Jasmia wanted to represent other mixed-race women in the world of fashion. Samantha was the last woman to arrive. She acknowledged her unusual facial features. She said, "I can be commercial looking or I can be quite quirky looking. I have this Madonna-style gap in my teeth and I have quite big buggy eyes. My boyfriend sometimes says I look like an alien head."⁹⁴²

The women raised their glasses for a toast and their first Lisa Mail arrived. It said, "Your journey towards Britain's Next Top Model has begun. Meet me at Café de Paris in half an hour."⁹⁴³ The women went to the café. Sophia was pleased by the whole experience thus far. She said, "We only just met each other and then went to Café de Paris and it's really lovely. I mean, the venue is incredible."⁹⁴⁴ Abigail was more impressed with their host than the café. She said, "First time we saw Lisa, we were just like, oh my God, she's amazing. She's even nicer than she looks in pictures."⁹⁴⁵

Lisa congratulated the girls on making it this far. She warned them that they needed a lot of hard work and determination to win *BNTM*. The hard work was going to start in minutes. She told them they would be walking on a catwalk so she could judge their walks. She would not be the only one judging them; she introduced the other two regular judges – meaning they were at every judging unlike guest judges – Paula Hamilton and Jonathan Phang. Lisa introduced Paula as "one of Britain's most

⁹⁴¹ "Episode #2.1." *Britain's Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁴² Ibid.

⁹⁴³ Ibid.

⁹⁴⁴ Ibid.

⁹⁴⁵ Ibid.

successful models with a career spanning over two decades...”⁹⁴⁶ Paula was an Odd Seemingly Unattractive Woman herself. She explained, “Now, I wasn’t a very beautiful girl. What I learned was that they wanted moods. Today, I’m still not the most ravishing woman on the planet, but what I have, and what I do with it, makes you believe, at times, that I may be.”⁹⁴⁷ Lisa introduced Jonathan, “And a man familiar to you all I’m sure, a fashion veteran with over twenty years in the business, Mr. Jonathan Phang.”⁹⁴⁸ He told the women about some of the famous models he had worked with including Naomi Campbell, Jerry Hall and Tyra Banks. He had even occasionally worked with fellow judge, Paula Hamilton. Lisa told the women that the three judges would be joined by many of “the fashion industry’s most influential faces.”⁹⁴⁹ The fashion show would start in thirty minutes. She wished them good luck and left them to prepare for the show.

The models met Hilary Alexander, a famous fashion stylist, backstage. She encouraged the women to always wear nude thongs when they were modeling. She explained that they would each have three looks to model and they would be modeling underwear first. Lucy was insecure and nervous right away. She said, “We were told first that we were modeling underwear. My heart sunk to my stomach a little bit when I found that out.”⁹⁵⁰ In addition to Lucy, several of the women were unsure about modeling underwear. Tamar said, “This is the first fashion show I’ve ever done and I

⁹⁴⁶ “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁴⁷ Ibid.

⁹⁴⁸ Ibid.

⁹⁴⁹ Ibid.

⁹⁵⁰ Ibid.

can't believe I'm wearing underwear."⁹⁵¹ Nina was concerned that her "bottom was wobbling quite a lot" and she was not toned enough overall. Insecure Yvette said of her experience on the catwalk, "I found it really difficult to go out and I'm slightly lacking in my confidence in front of that many people."⁹⁵²

After the fashion show, Lisa and the other judges went backstage. She explained that the critiquing would start right then. Lisa was unhappy with Abigail's overly sexy walk. She told her, "Little too much sex on a stick for me."⁹⁵³ She immediately identified Abigail as being too sexy, at least for a runway model. Lisa told them they would now be going to their home for the next ten weeks. The women arrived at the house and Nina said, "When we first get to the house, it was absolutely amazing."⁹⁵⁴ The women were very impressed with their new home. They excitedly noticed, "Upstairs had, like, all these different utensils, all this different alcohol and drinks and food and..."⁹⁵⁵ Once again, it felt surprising to note how much alcohol was waiting for the women on *BNTM*. Alcohol was not nearly as prevalent on *ANTM*.

The next morning, the women met Hilary Alexander at an indoor ski center. She told them, "We're here at Snow Zone and we're going to have a fantastic fashion shoot." She said their photographer, Nicky Johnston, had taken pictures of many celebrities. The women had to wear bikinis for their first photo shoot. Abigail was not happy. She said,

⁹⁵¹ "Episode #2.1." *Britain's Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁵² Ibid.

⁹⁵³ Ibid.

⁹⁵⁴ Ibid.

⁹⁵⁵ Ibid.

“When we found out we had to wear bikinis in the snow... it was -5(Celsius) in there.”⁹⁵⁶

Nicky told the women, “Not only is it sub-zero in here, you’re gonna be laying on the floor, having snow thrown at you. So, it’s gonna be interesting to see how you react to that situation because you’ll come up against that in the rest of your careers.”⁹⁵⁷ Hilary agreed. She said, “Bikinis in the snow or fur coats when it’s 35 degrees (Celsius) in the shade; and that’s fashion.”⁹⁵⁸

The women had different reactions to the cold environment. Abigail talked about the struggles of having size 34-D breasts. She said, “In high school, I lost a lot of girl mates because of jealousy, you know.”⁹⁵⁹ Sophia told Abigail that she had “beautiful boobs”. Abigail responded, “Sophia, you’ve got a beautiful face.”⁹⁶⁰ During Abigail’s photo shoot, Nicky told her not to spread her legs so much. He told her, “You opened your legs; that’s disgusting! What are we dealing with here?”⁹⁶¹ Abigail’s poses were too sexy and were not high fashion. Still, Nicky thought Abigail was “fab.” Neither of them liked Samantha’s photo shoot. Hilary thought she did not have a camera friendly face, which is a fairly common comment made about OSUWs in the fashion industry. Nina said when she put on her bikini, she just felt disgusting. She said, “First of all, it was too big. And I tried another one on and that was too small and everything was hanging over and I felt really fat. And then I started thinking and panicking that I’m one

⁹⁵⁶ “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁵⁷ Ibid.

⁹⁵⁸ Ibid.

⁹⁵⁹ Ibid.

⁹⁶⁰ Ibid.

⁹⁶¹ Ibid.

of the biggest girls here.”⁹⁶² She was clearly very insecure about her body. Nicky liked Nina and Hilary agreed, calling her “quite animated”.

Lianna thought her confidence came across in the pictures unlike some of the other women “like Sarah and Georgie”. Hilary worried about Lianna because of her teeth. She thought it looked a little like she had too many teeth for her mouth. She also had a pretty distinctive overbite. Insecure Yvette did not impress Hilary and Nicky. Even Georgina could tell that Yvette was struggling during her photo shoot. She said, “Yvette wasn’t letting go.”⁹⁶³ Nicky referred to Yvette as “just awful”. He said, “She looks like a frightened rabbit in most of the shots.”⁹⁶⁴ Oddly, despite her insecurities, Yvette thought she had done well on her shoot. Nicky complained about the women. He said, “Some of these girls are very pretty and then they just stand there like a piece of wood.”⁹⁶⁵

When the women went home, a Lisa Mail awaited them, “The competition is hotting up. Can you tackle any challenges to come out on top? Be ready to leave at 6:30a.m.”⁹⁶⁶ The next morning, the women went to an outdoor obstacle course. Yvette was initially confident she would be able to complete the course with relatively few problems. They were told that they were expected to give 150% and that there was a nice prize for the woman who best completed the obstacle course. The models changed into fatigues. Lianna noticed the other women’s discomfort with the challenge. She said,

⁹⁶² “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁶³ Ibid.

⁹⁶⁴ Ibid.

⁹⁶⁵ Ibid.

⁹⁶⁶ Ibid.

“The girls were a bit ‘Ah! Ah!’ I got the mud, put it on my face. I definitely thought it was gonna work.”⁹⁶⁷ Yvette injured her knee while doing the obstacle course. She said, “We were actually tracked into massive lakes that were really deep that we had to climb through.”⁹⁶⁸ When they had all completed the obstacle course, they found out who won the challenge. Asha won a shopping spree in London, followed by cocktails at a top London hotel. She could choose four friends to accompany her and she chose Nina, Sarah, Samantha and Sophia.

Asha and the four women sharing her prize were taken to a salon called Shu Uemura. They were getting their eyelashes “done” at a Tokyo lash bar and could each select five of their favorite make-up products as they left. After the make-up salon, the winning five women went to a hair salon to pick out five more of their favorite products. They then went to an upscale shoe boutique and each picked out a pair of shoes. Sophia liked the platform shoes but felt they made her look almost 6’4”, much taller than she already was.

While the five women collected free prizes, the models back at the house had a discussion. Lianna told the camera, “Since they went out, it was the girls and... I had a chance to speak to Abigail about how I felt left out.”⁹⁶⁹ She told Abigail that she and Sophia were immediately such close friends that the other women felt like they could not join their conversations. Upon hearing about the discussion later, Sophia said she would be more likely to be friends with a “girly-girl” like Abigail than Lianna who she

⁹⁶⁷ “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁶⁸ Ibid.

⁹⁶⁹ Ibid.

considered more like a “rock chick”, highlighting how Lianna did not have conventional model looks. She described Lianna, “She’s got her short hair, she’s got her Converse.”⁹⁷⁰

The five prizewinners went out for cocktails and returned to the model house. They all received new Lisa Mail, “Tomorrow you’ll meet the judges for the first time and one girl will end her journey towards becoming Britain’s Next Top Model.”⁹⁷¹ Acknowledging the “fight” the previous evening, Jasmia said, “There’s gonna be groups. Just leave it like that.”⁹⁷² Jasmia went on to say she hoped Sophia would be eliminated. She said, “I don’t really like her. I don’t really talk to her. Or Abigail.”⁹⁷³ She hoped either Sophia or Abigail would be eliminated because she felt they were both “a little bit fake”. Yvette was strangely confident about her chances of being eliminated. She said, “I’m feeling quite confident about elimination.”⁹⁷⁴

The next evening, the women went to their first elimination panel. Lisa welcomed them and reminded them about who their judges were. Lisa, Paula and Jonathan were joined by two guest judges. Lisa reintroduced the guest judges as, “The fashion director of the *Daily Telegraph Magazine* and every girl’s best friend on a fashion shoot, Hilary Alexander and top celebrity photographer, Mr. Nicky Johnston.”⁹⁷⁵

The judges started reviewing each model’s walk and photograph. As they analyzed Lianna’s runway walk, Lisa said, “To be fair, you’re not wearing much and

⁹⁷⁰ “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁷¹ Ibid.

⁹⁷² Ibid.

⁹⁷³ Ibid.

⁹⁷⁴ Ibid.

⁹⁷⁵ Ibid.

your boob fell out and you kept going which is professional.”⁹⁷⁶ Jonathan liked Lianna’s face in her picture. Hilary did not like Lianna’s photograph at all and said there was nothing in it to recommend it. Paula thought Yvette looked upset onstage during the fashion show. She said Yvette looked “...so cross. She looks furious!”⁹⁷⁷ Jonathan asked Yvette if someone had upset her backstage. When they analyzed Yvette’s picture, Nicky said, “I hate the whole look. I hate the snowboard. I hate everything about it. And I shot it!”⁹⁷⁸ The judges were split about Abigail’s runway performance and overly sexy looks. Paula said, “Nothing wrong with that walk.”⁹⁷⁹ Hilary disagreed and thought Abigail needed to stop posing as if she was in a men’s magazine and think more about fashion. As they looked at Abigail’s photograph, Hilary said, “All we could see were her boobs backstage; virtually the whole day. She lost no opportunities to strip off and stand there.”⁹⁸⁰ Lisa asked Abigail if her breasts were real. Abigail told her that they were, indeed, real.

Jonathan was not particularly fond of Tamar’s runway walk. He did not love her photograph either. He said, “The face looks great, but the body looks outsized there. It has to be addressed because if all your pictures look like that, then you’re not going to be able to crack it.”⁹⁸¹ Tamar started to cry. Paula asked her what the tears were about.

⁹⁷⁶ “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁷⁷ Ibid.

⁹⁷⁸ Ibid.

⁹⁷⁹ Ibid.

⁹⁸⁰ Ibid.

⁹⁸¹ Ibid.

Tamar replied, “Disappointment.”⁹⁸² As they watched footage of Nina on the runway, Nicky said, “I don’t like this dress that she’s modeling. She looks pregnant in it.”⁹⁸³ He also did not like her photograph. Hilary said, “I quite like the face, but the body’s all over the place.”⁹⁸⁴ Analyzing Samantha’s runway performance, Paula said, “You did really, really well.”⁹⁸⁵ Jonathan said Samantha did not do well and had room for improvement. He did not like her photograph and said, “You look hefty in that shot.”⁹⁸⁶

All of the judges liked Lucy’s performance in the fashion show. Lisa said her walk was “nice and direct”. Paula said Lucy looked lovely and great on the runway. Lucy said, “I felt in my element when I was doing that.” Nicky was impressed with Lucy’s photograph. He said, “You still act like you were on the catwalk. You focused the eyes straight down the lens.”⁹⁸⁷ Jonathan said it was his favorite picture so far and Paula agreed. Lucy’s unusual looks pleased the judges.

It was time for the judges to deliberate. Lisa brought up Abigail’s picture and said, “Sexy mama, Abigail. What do we think?”⁹⁸⁸ Jonathan thought Abigail was a pretty girl. He felt she seemed more suited to acting in soap operas than starring on catwalks, but thought it would be nice to see if they could teach her to be a better model. Paula and Nicky were not convinced Samantha had what it took to be a model. Lisa said,

⁹⁸² “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁸³ Ibid.

⁹⁸⁴ Ibid.

⁹⁸⁵ Ibid.

⁹⁸⁶ Ibid.

⁹⁸⁷ Ibid.

⁹⁸⁸ Ibid.

“There’s something about her I do like.”⁹⁸⁹ Jonathan did not think Lianna was very good on the catwalk and said, “I’m not mad about the shot, but I love her face.”⁹⁹⁰ Hilary thought Yvette was hopeless. Lisa stuck up for her and said, “C’mon guys. You know, I think she’s a really beautiful girl. I think she’s very nervous. We should give her the benefit of the doubt.”⁹⁹¹ Lisa thought they should give Yvette time to grow and Jonathan agreed with her. Paula called Tamar the “iron marshmallow”. She said Tamar was, “Tough on the outside, squishy in the middle and cries. I see her as a catalogue queen in Germany. She would work non-stop.”⁹⁹² Paula did not like Nina overall and thought she looked like “dead lady walking” on the runway. Nicky asked, “We like Lucy, don’t we?”⁹⁹³ Jonathan thought Lucy was “fantastic” on the catwalk and liked her photograph, but feared her look could be “too limited and too strong”.

The women returned to the room. Lisa called their names if they were remaining in the competition. When she called Tamar’s name, Lisa said, “It’s been a tough week. Keep strong. Congratulations.”⁹⁹⁴ She had kind words for Lucy. She said, “Well done. You rocked it this week. Keep up the good work.”⁹⁹⁵ When she called Samantha’s name, Lisa told her, “You need to step up your game a little bit more for next week. Take all the criticism we gave you.”⁹⁹⁶ Lisa told Sophia that some of the judges weren’t

⁹⁸⁹ “Episode #2.1.” *Britain’s Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁹⁰ Ibid.

⁹⁹¹ Ibid.

⁹⁹² Ibid.

⁹⁹³ Ibid.

⁹⁹⁴ Ibid.

⁹⁹⁵ Ibid.

⁹⁹⁶ Ibid.

convinced about her abilities so she would have to prove them wrong the next week. The bottom two models were Jasmia and Yvette. Lisa said,

Jasmia, we're concerned about your wiggly walk and your shoulders going all over the place. We're not convinced that we can mold you into the versatile and sophisticated model that will cut it in this business. Yvette. Now, you're a gorgeous girl. But we think you lack a lot of self-confidence. And a top model needs to believe in herself. And you haven't shown us that in your catwalk or your photo. Have you got what it takes?⁹⁹⁷

Yvette was eliminated. She felt like she let her family and friends down by "losing" so early in the competition. She said, "I'm gonna go home for a few days, have a rest and maybe get a portfolio done and get back out there and prove everybody wrong."⁹⁹⁸

Having a lack of confidence seemed to be the "kiss of death" on *BNTM*, as well as on *ANTM* and *AusNTM*. It did not seem to matter how beautiful a model was in the world of *NTM* if she did not believe in herself. There seemed to be an expectation that the contestants on all three countries' versions of the show would somehow arrive with high self-esteem. But the model wannabe could not be overly confident because the judges would likely consider her egotistical and unwilling to learn from them.

Cycle 2, Episode 2

For this episode, the following archetypes were examined: the Insecure Girl, The Bitch, The Odd Loner and the Angry Black Woman. Jasmia, Lianna, Sarah and Nina were the focus of analysis. Most of the models on *BNTM* had multiple archetype characteristics. For example, Jasmia was an IG, but was also considered a TB. Perhaps her insecurities brought out some of her more negative qualities. Lianna was also

⁹⁹⁷ "Episode #2.1." *Britain's Next Top Model*. Host Lisa Snowden. 24 July 2006. Television.

⁹⁹⁸ Ibid.

identified as an IG and a TB. She also embodied the archetype traits of The Odd Loner. Sarah was an IG and an ABW. And Nina was also an IG – of the four women being studied this episode, she was the only one who embodied a single archetype.

At the beginning of this episode, Jasmia reflected on being in the bottom two for elimination. She said, “I don’t want to be in the final two again. That was really, really hard. I haven’t really showed them anything, haven’t really impressed them at all. And in my own head I was thinking, like, why am I here? Am I good enough to be here?”⁹⁹⁹ The women received a Lisa Mail, “Who’s on the right track to becoming Britain’s Next Top Model? Be ready to find out at 8:00a.m. sharp!”¹⁰⁰⁰

Samantha was confused when they arrived at a dog-racing course. Michelle Paradise greeted them and was going to help them improve their runway walks. She said, “I’ve been in the business as a catwalk model for over twenty years and, at the moment, I primarily work for all the top agencies in London, training their new models which is why you’re here. So, let’s go.”¹⁰⁰¹ Michelle had the women walk for her so she could analyze their individual walks. Jasmia felt insecure while watching the other models walk. She kept telling herself that could not walk as well as the other women.

The women walked a second time and tried to incorporate any advice Michelle gave them. Michelle thought all of the women needed to improve their walks. She said, “My first impressions are that quite a few girls need quite a bit of help. It may come as a

⁹⁹⁹ “Episode #2.2.” *Britain’s Next Top Model*. Host Lisa Snowden. 31 July 2006. Television.

¹⁰⁰⁰ Ibid.

¹⁰⁰¹ Ibid.

shock to some of them because they think they're good and they're not really that good. In fact, I don't think there's a front runner at this point."¹⁰⁰²

After their runway training, Michelle gave each woman a plastic bag because models were supposed to be able to sell anything. Michelle was impressed with the women's creativity with the plastic bags. She apologized that they were probably feeling cold wearing only plastic bags. She told them the "ultimate accessory" was arriving momentarily. The women were each assigned a dog with which to walk down the track. Jasmia was immediately anxious because she was afraid of dogs. She said, "I was terrified because I've had this fear for so long."¹⁰⁰³ She said walking with a dog was her worst nightmare. Nina was not happy with her assigned dog. She said, "When I got with my chosen dog, it was absolutely awful; I couldn't control it. I wasn't strong enough. I just got dragged around the whole track so I really couldn't show off the skills I just learned."¹⁰⁰⁴ Michelle was impressed with Jasmia's walk. She said, "I didn't even know that she had a problem with dogs. That was an extra added obstacle for her which she dealt with incredibly well."¹⁰⁰⁵ Michelle told all of them, "Well done everyone."¹⁰⁰⁶ Walking with the dog was a challenge and the winner of the challenge was Jasmia. Michelle told Jasmia that she had won a "very special treat" for her and four friends. A celebrity chef was back at their house preparing a gourmet feast for them. Jasmia chose Tamar, Lucy, Lianna and Amber to join her for dinner. Michelle told the other women,

¹⁰⁰² "Episode #2.2." *Britain's Next Top Model*. Host Lisa Snowden. 31 July 2006. Television.

¹⁰⁰³ Ibid.

¹⁰⁰⁴ Ibid.

¹⁰⁰⁵ Ibid.

¹⁰⁰⁶ Ibid.

“The rest of you may think you have the evening off, but you don’t.”¹⁰⁰⁷ She told Jasmia to choose which of the remaining women would be the two dishwashers, the two waitresses and the four assistant chefs.

While Jasmia and her four friends sat at the dining table, they decided they were going to make it difficult on the girls who were going to be waitresses for the evening. They conspired to act negatively toward the other models. Lianna said, “It was really, really good ‘cuz we got chances to be by ourselves in our group of friends and just talk and have a drink and have really nice food and have the other girls wait on us.”¹⁰⁰⁸ Georgina brought the women champagne, but only brought four glasses for five women. The five women gave her a hard time about not bringing enough glasses. Lianna said, “Because the other girls were waiting on us, I thought, ‘oh yeah, don’t give them an easy job.’ Because I know how hard it is being a waitress.”¹⁰⁰⁹

They ordered more champagne from Georgina. She said, “They ordered champagne so I ran upstairs. I opened the fridge a bit violently so the martini glasses fell out.”¹⁰¹⁰ The martini glasses were full of the tiramisu that Abigail made. Eventually, all of the tiramisu fell out of the fridge. The celebrity chef told them to scrape it up off the floor and put it into new glasses, saying no one would know the difference. After dinner, some of the women noticed Lianna was not upstairs in her bed. She fell asleep downstairs and was not coming upstairs to join them. Lianna explained, “I love being the

¹⁰⁰⁷ “Episode #2.2.” *Britain’s Next Top Model*. Host Lisa Snowden. 31 July 2006. Television.

¹⁰⁰⁸ Ibid.

¹⁰⁰⁹ Ibid.

¹⁰¹⁰ Ibid.

center of attention whether it's girls or boys. And then when I'm not, I don't just sit back and talk to them. I sit back and I sit by myself and I don't want to talk to anyone.

Because if they're not talking to me, I don't want to talk to just one person."¹⁰¹¹ Lianna exhibited Odd Loner behavior. She did not like one-on-one conversations and wanted everyone to be paying attention to her when they were talking. Lianna told Abigail that at home, she was the loudest in her group of friends. She was not the loudest in the model house and that bothered her. Before they fell asleep, the women received a Lisa Mail, "Who really wears the trousers in the house? Be ready by 8:30a.m."¹⁰¹²

The next morning, Jonathan Phang greeted them on the set of their next photo shoot. He explained that the photo shoot they were doing would be paying tribute to "one of the industry's most wonderful, famous photographer's who've ever lived, named Helmut Newton."¹⁰¹³ Their photographer for the day was Uli Weber. He said, "So, yeah. We're gonna spend the day together. We're gonna do couples today. One's gonna have to play the boy, one is the girl."¹⁰¹⁴

Jasmia and Amber worked together. Jasmia said Amber looked "hot" and she felt kind of sexy as well. She said, "I did feel like I wore the trousers. It felt nice."¹⁰¹⁵

Abigail and Sarah posed together. Abigail said, "I was the man which I was glad about because I love a challenge and because I'm like a girly-girl."¹⁰¹⁶ Jonathan reminded

¹⁰¹¹ "Episode #2.2." *Britain's Next Top Model*. Host Lisa Snowden. 31 July 2006. Television.

¹⁰¹² Ibid.

¹⁰¹³ Ibid.

¹⁰¹⁴ Ibid.

¹⁰¹⁵ Ibid.

¹⁰¹⁶ Ibid.

Abigail that she was portraying a man and was about to seduce Sarah. Jonathan told Sarah to remember to have an expression on her face. Lianna posed with Nina. Tamar commented, “Lianna was a bit like unsure about working with Nina because Nina’s a lovely girl, but we really don’t talk to her as much.”¹⁰¹⁷ Lianna was disappointed that Nina did not advise her about posing. Lianna said, “There was no connection between us at all; I didn’t feel anything. And that was really hard for me, not feeling anything with Nina, but then feel something because of the camera.”¹⁰¹⁸ She felt Uli helped Nina throughout the shoot, but ignored Lianna. Uli said, “I was a bit disappointed with Lianna. She has a beautiful face. She has a very nice face, I think. Her body may be so-so, but fantastic face. She just didn’t get it.”¹⁰¹⁹

After the photo shoot, the women received another Lisa Mail, “Mirror mirror on the wall, who’s the most versatile of them all? Be ready for 9:30a.m. to find out.”¹⁰²⁰ Lisa met them at the John Frieda new state-of-the-art hair salon the next morning. She told the women that Peter Grey, an international creative consultant, would assist with their hair makeovers. Jasmia’s hair needed to be shorter, but long enough to be versatile at photo shoots. Sarah was disappointed that they took out her hairweave and left her with hardly any hair. Her new hairstyle seemed to elevate her insecurities.

When the women returned to their house, another Lisa Mail arrived, alerting the women to the next day’s elimination. Tamar was confident about her new look and said,

¹⁰¹⁷ “Episode #2.2.” *Britain’s Next Top Model*. Host Lisa Snowden. 31 July 2006. Television.

¹⁰¹⁸ Ibid.

¹⁰¹⁹ Ibid.

¹⁰²⁰ Ibid.

“I don’t think my new hair color makes it possible for me to be up for elimination because I still think my face looks good and it makes my eyes look greener. I still think I have the same look ‘cause it’s still sharp.”¹⁰²¹

At panel the next day, Michelle Paradise was the guest judge. Michelle was disappointed in Nina’s walk because her personality was not coming across. Jonathan thought Nina showed good intensity in her eyes in her photograph, but thought she looked a little aggressive. When Lianna walked, Michelle said, “First of all, your posture is so bad that it’s destroying the line of the blouse you have on.”¹⁰²² The judges did not like Lianna’s photograph. Paula asked her, “Why are you here? Are you enjoying being here? Because I don’t think you’re enjoying it.”¹⁰²³ Jonathan added, “You kind of looked like you were gonna burst into tears any second which made the whole team feel like they were walking on egg shells.”¹⁰²⁴ Lisa said models should never create such uncomfortable atmospheres. Paula said, “If I don’t see you cheer up, you’re getting BFH – bus fare home.”¹⁰²⁵ The judges liked Jasmia’s walk and her photograph. Lisa said, “You look absolutely fantastic.”¹⁰²⁶ Lisa thought Sarah had a great runway walk and Michelle agreed. Jonathan thought Sarah’s photograph was disappointing because she looked miserable in every frame Uli took. The judges thought Sarah often looked angry in person and in photographs.

¹⁰²¹ “Episode #2.2.” *Britain’s Next Top Model*. Host Lisa Snowden. 31 July 2006. Television.

¹⁰²² Ibid.

¹⁰²³ Ibid.

¹⁰²⁴ Ibid.

¹⁰²⁵ Ibid.

¹⁰²⁶ Ibid.

The women left the room while the judges deliberated. When they examined Nina's photograph, Jonathan said, "I'm not convinced that she's got the body of a model; everything is heavy."¹⁰²⁷ The judges were unimpressed with Lianna's walk and photograph. Michelle said, "Where do we start? The posture, terrible. And her hand is like a claw on that picture. And there's nothing in her eyes. I see a frightened little girl."¹⁰²⁸ The judges were disappointed in Sarah because "even when she's walking, she looks very grumpy."¹⁰²⁹ They liked Jasmia's walk and photograph, but Jonathan worried she might not have enough versatility.

The women returned to the room. When Lisa called Sarah's name, she told her that she loved her walk, but she needed to work on her expressions. The bottom two women were Lianna and Nina. Lisa said,

Lianna, you seem terrified this week, like you're really not enjoying yourself. And I see a top model in you. But is it too late for you to prove it? Nina, it hasn't been a good week for you this week. Your catwalk let you down and you didn't deliver in your photograph as I'd hoped. Have you convinced us that you still have something left to give? This is really tough, but I feel that one of you has more potential than the other.¹⁰³⁰

Nina was eliminated and hard on herself for "losing" so early in the competition. She said, "I know I'm better than this. I can't believe I'm out, like, the second person. That's ridiculous. I'm sure that I'm better than this. I wanted to do well in this. Every time it comes to, like, this crunch, I just can't pull it out. Everybody's gonna be really

¹⁰²⁷ "Episode #2.2." *Britain's Next Top Model*. Host Lisa Snowden. 31 July 2006. Television.

¹⁰²⁸ Ibid.

¹⁰²⁹ Ibid.

¹⁰³⁰ Ibid.

disappointed in me.”¹⁰³¹ Nina and Lianna both lacked confidence, but the judges liked Lianna’s unconventional looks. They believed that her look was strong and that she could build confidence during the rest of the competition.

Cycle 2, Episode 3

For this episode, the following archetypes were examined: the Unstable Woman, The Bitch, the Odd Seemingly Unattractive Woman, the Sexy Woman and the Insecure Girl. It was difficult to define Lianna as having traits of one or two archetypes because she embodied four of them in this episode – a UW, TB, OSUW and IG. Abigail and Amber were both identified as SWs. Lucy was again perceived as an OSUW while Jasmia behaved like a TB.

At the beginning of this episode, the women received a Lisa Mail, “If today’s elimination hasn’t knocked you down with a feather, perhaps tomorrow might. Be ready for 9 o’clock.”¹⁰³² The women met Immodesty Blaize. She introduced herself,

Good morning, girls. I’m Immodesty Blaize and I am Britain’s very own queen of burlesque. Now you might be asking yourselves what does burlesque have to do with modeling. Well, let me tell you, to be successful in your commercial work, and in your photographic work, you need to be more than just a pretty face and there are a lot of pretty faces out there.¹⁰³³

She wanted the women to copy her moves. She encouraged them to be seductive and alluring, naughty and tongue-in-cheek humorous. Immodesty explained that the “it’s as much about the conceal as reveal”. Lianna was embarrassed and uncomfortable during

¹⁰³¹ “Episode #2.2.” *Britain’s Next Top Model*. Host Lisa Snowden. 31 July 2006. Television.

¹⁰³² “Episode #2.3.” *Britain’s Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰³³ Ibid.

the lesson. She said, “First of all, she really scared me because she was just so in sexy and she was, like, she really did, it intimidated me completely. And then when she had to do the dance, I didn’t know where to look.”¹⁰³⁴ Lucy enjoyed the lesson. She said, “It was really good fun. I think it was really good for me ‘cause I needed to come out. I needed to bring my personality a bit.”¹⁰³⁵

Immodesty asked Abigail what made her different. Abigail laughed and said, “My boobs.”¹⁰³⁶ Jasmia and Tamar were unhappy with Samantha because they felt she “hogged” the mirror while she was practicing poses. Immodesty told Amber that she had such a beautiful face, but her movements were quite crude. She told Amber, “No sex faces!”¹⁰³⁷ Immodesty thought Amber looked like a stripper or an actress in a pornographic film. She told Amber that her moves were “very strippery”. Lianna said to camera, “Amber’s a stripper in a night club in Cardiff.”¹⁰³⁸ Perhaps Amber’s job experience would not help her as a model.

The women received another Lisa Mail, “Girls, tonight’s the night to let your new haircuts down and celebrate your third week in the house. Congratulations on making it this far. I want you to relax, have a few cocktails, enjoy some party games.”¹⁰³⁹ Again, alcohol was considered a reward on *BNTM*, much like on *AusNTM*, but not on *ANTM*. Drinking cocktails or having champagne seemed like every day occurrences on the non-

¹⁰³⁴ “Episode #2.3.” *Britain’s Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰³⁵ Ibid.

¹⁰³⁶ Ibid.

¹⁰³⁷ Ibid.

¹⁰³⁸ Ibid.

¹⁰³⁹ Ibid.

American versions of *NTP*. Amber was anticipating a fun evening. She said, “So, hey, it’s the start of a really good night and the girls, we decided to get all glammed up for cocktails.”¹⁰⁴⁰ Lianna said she could not stand Amber because she was too positive, too happy and too ignorant. Tamar said the “fun night” just did not work out because they were trying to play “ridiculous party games”. Jasmia wanted to go outside for a cigarette and stop playing the party games. She explained why she was not interested in such activities. She said,

I ain’t done the whole boarding school thing. I’ve gone to a more normal conventional school where I’ve had to deal with from your black to your white to your ghetto to your posh. That’s educating you in all different ways to be able to approach and to handle different people.¹⁰⁴¹

Her educational background did not seem to help her “approach and handle” different people. She seemed angry at the world and had issues with any women in the house who were too different from her.

Another Lisa Mail arrived, “Girls, can you smell the sweet scent of success? Be ready to leave by 8:00a.m.”¹⁰⁴² The next morning, Lisa greeted the women at a mansion. She told them they would be shooting a commercial that day. A casting director, Beth Charkham, would help Lisa judge their commercials. For the commercial: they had to emerge from under the water of a swimming pool, deliver a few lines in French and make their way over to a male model and kiss him. Lianna had difficulty with the male model. She said, “I just felt like I couldn’t do it because they said you had to kiss the boy. And

¹⁰⁴⁰ “Episode #2.3.” *Britain’s Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰⁴¹ Ibid.

¹⁰⁴² Ibid.

I've got a boyfriend and we spoke about it before we came in and he was really upset about it."¹⁰⁴³ She asked the male model to not stick his tongue in her mouth when they kissed, but he did and she said it was "awful". Lucy struggled during her commercial shoot. Amber had trouble with the water, but not the kissing. She said,

I'm not very good with water, especially not swimming pools. It's one of my dislikes. I should say, having my head submerged underwater. But, I think the kiss, the kiss was good. But, I can do that, you know. Give me male models to kiss all day and I'll be happy.¹⁰⁴⁴

Unfortunately for Amber, most high fashion modeling does not involve kissing male models all day, every day. Beth was not impressed with Amber or Lucy in their commercials. She told Amber not to do any commercials that have anything to do with swimming because she clearly did not know what she was doing. She had harsh words for Lucy. She said,

Lucy, I don't know what you're doing here. I've got no idea. You don't seem to be thinking about anything. You didn't seem to understand what we were doing. Acting is not your forte. So for commercials, I would forget it. I wouldn't even go down that road. I'm sorry, but it's a waste of time.¹⁰⁴⁵

Starring in the commercial was a challenge and Abigail won. There would be gift boxes waiting for her back at the model house, plus Oasis clothing company would bring an array of clothing so she could choose an outfit and she would be dining in a top restaurant in London for a "night out". She could choose three women to accompany her. Abigail picked Sophia, Samantha and Georgina.

¹⁰⁴³ "Episode #2.3." *Britain's Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰⁴⁴ Ibid.

¹⁰⁴⁵ Ibid.

Jasmia was angry that Abigail did not choose Amber. Jasmia said, “I found it the biggest joke that Abigail did not choose Amber when she tries to make it out like they’re best friends out here.”¹⁰⁴⁶ Lucy and Amber were comforting each other after receiving Beth’s criticism. Amber was upset that Abigail did not choose her. Abigail felt bad that she did not pick Amber; she said it was just a strange mistake and “of course” she should have invited her. Lianna was angry on Amber’s behalf. She thought Abigail used her breasts to win the commercial challenge. Lianna said, “I think Walter, Abi’s boyfriend, will be really pissed off. She shoved her bloody tits in his (the male model) face.”¹⁰⁴⁷ Lianna continued ranting about Abigail, “There’s a bloody line between a porn film and a bloody perfume advert. Abigail crossed that one. I couldn’t believe she did that.”¹⁰⁴⁸ She claimed she was embarrassed for Abigail, which did not seem true. Lianna seemed jealous of Abigail winning the challenge. Jasmia thought it was nice to “get rid of them for a little change”, meaning she was glad Abigail and her three friends were out of the house for the evening.

Abigail and her guests went to the fine restaurant and the two male models from their commercial shoot were waiting for them. They went to a club, danced and toasted *BNTM*. Back at the model house, arguments were brewing. Asha thought the mood in the house was good but she had a problem with Lianna and thought it best if they discussed it. She did not appreciate Lianna’s “bitchy” behavior. Asha told Lianna, “Basically, I think that you’ve been saying comments to people to try and get reactions

¹⁰⁴⁶ “Episode #2.3.” *Britain’s Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰⁴⁷ Ibid.

¹⁰⁴⁸ Ibid.

from people. Do you think that?”¹⁰⁴⁹ Lianna said no and that was just how she was. She was merely speaking her mind. Asha said, “Saying to Abi, when you know she’s got a boyfriend, ‘you stuck your tongue in his mouth.’”¹⁰⁵⁰ Lianna said Abigail stuck her tongue in the male model’s mouth because the male model said she had. Asha told Lianna the male model had been joking. Lianna said it did not seem like he was joking. Asha said, “I just don’t know why you feel like you have the need to say it like, make fun out of it.”¹⁰⁵¹ Lianna grew defensive and said, “Well, that’s how I am. I don’t like things you do. I don’t like things other people do.”¹⁰⁵² Asha and Lianna clearly did not like each other.

Another Lisa Mail arrived, “Models, can you turn on the cheese and strike a pose to please?”¹⁰⁵³ The women had to ready by 7:45a.m. Hilary Alexander greeted the women the next morning. She said, “Today is photo shoot number three. And guess what the theme is? It’s burlesque. We’re gonna be working with a fabulous photographer, Mike Owen.”¹⁰⁵⁴ She quickly reminded the women what they were looking for in poses, “Now, we know what burlesque means: sexy, fun, sensual, strutting, fabulous, but we don’t want sluts. All right?”¹⁰⁵⁵

Hilary liked how Jasmia worked her garment in the photo shoot. Jasmia said of the baby doll nighty, “I really liked it. I felt really like a pink fairy, though. It was a bit

¹⁰⁴⁹ “Episode #2.3.” *Britain’s Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰⁵⁰ Ibid.

¹⁰⁵¹ Ibid.

¹⁰⁵² Ibid.

¹⁰⁵³ Ibid.

¹⁰⁵⁴ Ibid.

¹⁰⁵⁵ Ibid.

too much pink. But it was really nice. I think I done well.”¹⁰⁵⁶ Mike was impressed with Lucy’s performance during her photo shoot. He admired her unusual looks. He said, “I think Lucy has a real quiriness which to me is very attractive. But, it’s for definitely a specialist market.”¹⁰⁵⁷ He thought Lucy was beautiful and unique, but perhaps looked too strange for mainstream modeling. Mike liked working with Abigail. He said, “Fantastic mover, you know, she really put a lot into it and she came across really well, tried really hard.”¹⁰⁵⁸ Lianna pulled fake breasts out of the shirt she was wearing and said, “I feel like Abigail feels everyday. You know, really sexy.”¹⁰⁵⁹ Lianna disliked Abigail, but also seemed jealous of her. Mike thought Lianna had a great face and moved well, but felt she needed to tone up. He thought most of the women needed to go to a gym, drink more water and eat healthier.

The women received Lisa Mail that told them about the following day’s elimination. Jasmia thought the eliminations were scary processes. She worried that the judges would send the wrong person home. She wanted Abigail to be eliminated. She said, “Even though she does try, I kind of think she’s a glamour modelish and I think women should have a class about them anyway. So, if you haven’t already got it, I don’t really see you getting it.”¹⁰⁶⁰ Sophia and Tamar both thought Amber might be eliminated. Tamar said, “She’s got a beautiful look but she’s a lot slower at picking things up, I

¹⁰⁵⁶ “Episode #2.3.” *Britain’s Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰⁵⁷ Ibid.

¹⁰⁵⁸ Ibid.

¹⁰⁵⁹ Ibid.

¹⁰⁶⁰ Ibid.

think.”¹⁰⁶¹ Amber believed she could still win the competition and was confident as they went to the elimination panel.

Lisa greeted the women and said the guest judge that week was their burlesque trainer, Immodesty Blaze. Jasmia’s commercial was considered boring and Immodesty did not feel seduced by Jasmia’s performance. They liked her face in her photograph, but thought the rest of her body pose looked messy. They watched Lucy’s commercial footage. Lucy thought it was “atrocious”. Paula was pleased that at least Lucy knew she was atrocious. The judges loved her burlesque picture. Immodesty said, “You look absolutely beautiful, like a porcelain China doll and you’ve absolutely played on your best assets and I think it’s stunning.”¹⁰⁶²

The judges liked Abigail’s commercial. Paula said, “Brilliant. Well done. Well done, really well done. You grabbed all the moments you had.”¹⁰⁶³ Abigail’s photograph was not as well received. Jonathan said he did not like her picture at all. When they watched Amber’s commercial footage, Jonathan said, “You looked and sounded like you were about to have a bit of a breakdown, to be honest. You looked frightened.”¹⁰⁶⁴ The judges did not like Amber’s burlesque photograph. Immodesty found it “insipid”. Paula thought Amber relied on her facial beauty to do her job. She said, “I will tell you, your beauty will not get you through. It’s what goes with it. You’re not a look, you’re not a

¹⁰⁶¹ “Episode #2.3.” *Britain’s Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰⁶² Ibid.

¹⁰⁶³ Ibid.

¹⁰⁶⁴ Ibid.

face, you're the whole package, the whole caboodle."¹⁰⁶⁵ Jonathan thought Lianna looked like she couldn't wait to get out of the situation fast enough in her commercial. The judges loved Lianna's photograph. Lisa thought it was "gorgeous and lovely".

The women left the room so the judges could deliberate. They were very positive about Lianna's photograph, but were concerned the competition was too hard for her. Her instability worried them. Jonathan said, "Great picture. If she manages not to have a nervous breakdown."¹⁰⁶⁶ Paula agreed with Jonathan and said Lianna needed to control her insecurities. Paula thought Jasmia's photograph looked like she was not taking the photo shoot or the competition seriously enough. The judges liked Amber's picture, but thought she seemed slightly dumb in person. Jonathan said she was dull when she walked into a room. Lisa said, "She's vacuous."¹⁰⁶⁷ Lisa was disappointed in Abigail's photograph. Jonathan said, "It's horrendous. It's like a lap dancing advert or something. It's horrible."¹⁰⁶⁸ Paula thought Lucy looked "serene" in her photograph. Lisa said, "And she's the most androgynous girl out of all of them. She's really pulled it out of the bag."¹⁰⁶⁹

The women returned to the room. When Lisa called Lianna's name, she said, "You've really picked yourself up from last week and I think you've produced one of the

¹⁰⁶⁵ "Episode #2.3." *Britain's Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰⁶⁶ Ibid.

¹⁰⁶⁷ Ibid.

¹⁰⁶⁸ Ibid.

¹⁰⁶⁹ Ibid.

best pictures in the competition. Congratulations.”¹⁰⁷⁰ Amber and Asha were in the

bottom two. Lisa said,

Asha, you’ve got such a great look, but we just feel like you’re going under the radar and we don’t remember you. And at this stage in the competition, it’s a big problem. Amber, look at you, you’ve got all the tools to make a great model, but you’re just not using them. Is it too late to prove to use that this is what you really want?¹⁰⁷¹

Asha was shocked when she was eliminated. She said she was “gobsmacked”. She said, “I did think I was gonna win and I am sad. Nothing I can do, though.”¹⁰⁷²

Lianna seemed insecure, unstable and bitchy, but not all at the same time. It felt like the judges and other models ascribed multiple archetype characteristics on her. But, she came to *BNTM* with various personality traits that would frame her as being several archetypes. It seemed that the stress of the competition triggered very different elements of Lianna’s personality.

Cycle 2, Episode 4

For this episode, the following archetypes were examined: the Odd Seemingly Unattractive Woman, the Insecure Girl, The Bitch and the Unstable Woman. Lianna again embodied the same four archetypes – a UW, TB, OSUW and IG. Lucy was considered an OSUW again while Jasmia remained insecure and “bitchy” (IG and TB).

The women received a Lisa Mail, “Models must be able hold themselves in any situation. Can you strut your stuff on the dance floor?”¹⁰⁷³ They met Brendan Cole, a

¹⁰⁷⁰ “Episode #2.3.” *Britain’s Next Top Model*. Host Lisa Snowden. 7 August 2006. Television.

¹⁰⁷¹ Ibid.

¹⁰⁷² Ibid.

top ballroom dancer. He said he was going to teach them ballroom dancing to help them improve their posture and poise. He hoped they would also learn to move to music and learn to move with another person.

Brendan taught the women dance steps. Sarah said the dance steps were challenging for a lot of the women. Tamar said, “I was, like, panicking because I’ve never done ballroom before and I was thinking they’re all going to be looking at me saying, ‘you’re a dancer, you should find this easy’ and I think I was just as nervous as everybody else.”¹⁰⁷⁴ Georgina admired the women who struggled with the dance steps, but kept trying. She thought Lianna gave up before she even started to dance. Tamar said, “Sometimes when you help Lianna, she gets even more stressed and you don’t know whether to help her or not or whether she wants to be left alone.”¹⁰⁷⁵ Lianna said she had never danced in her life and she could not dance because she was much more of a “football player”. Lianna talked to Brendan and started to cry. Her instability and fears seemed to be negatively affecting her. Lucy said, “I think she just needs... I think if she’s just feeling insecure about something, just get on with it. Just do it ‘cause you can’t just keep getting upset and crying all the time.”¹⁰⁷⁶ Jasmia and Amber tried to cheer up Lianna.

Brendan gathered the women to hear his comments about their ballroom dancing. He thought Samantha danced really well, but was rushing ahead of him the entire time.

¹⁰⁷³ “Episode #2.4.” *Britain’s Next Top Model*. Host Lisa Snowden. 14 August 2006. Television.

¹⁰⁷⁴ Ibid.

¹⁰⁷⁵ Ibid.

¹⁰⁷⁶ Ibid.

He felt she was one step ahead of him throughout their lesson. He said Sarah did well during the practice runs, but forgot everything she learned once the music came on. He chastised Lucy for being meek. He told her, “You’re very, very shy and when you’re standing on the floor, I don’t see you because you don’t make yourself be seen. Now, I’m not talking extrovert. I’m talking about standing with a bit of presence.”¹⁰⁷⁷ He thought Abigail was very striking when they danced, but she ended up “just rushing” in front of him. He had advice for Lianna. He said,

You struggled today with the choreography. The aim of this class today was to put you in a different environment, which is what’s going to happen to you in the wide world of modeling. I do feel like you can do it. It’s just, occasionally, I felt like you let your mind get the better of you. If you’re gonna make it in this world, don’t let that happen.¹⁰⁷⁸

Tamar won the dancing challenge. She chose Lucy and Jasmia to share her prize of dining with Brendan at the Oxo Hotel.

When the women returned to their house, Tamar told Lianna she felt bad for not having chosen her to share her prize. She said she would be thinking about Lianna and feel upset about her all night. Lianna told her, “Don’t put it on me.”¹⁰⁷⁹ Tamar thought Lianna acted “nasty” toward her and it upset her. Lianna said to camera, “I was sold on the idea that she was gonna choose me and she didn’t. I was just a bit, like, whoa. It didn’t cross my mind that she wouldn’t choose me.”¹⁰⁸⁰ Tamar thought she picked the

¹⁰⁷⁷ “Episode #2.4.” *Britain’s Next Top Model*. Host Lisa Snowden. 14 August 2006. Television.

¹⁰⁷⁸ Ibid.

¹⁰⁷⁹ Ibid.

¹⁰⁸⁰ Ibid.

right people to accompany her because Jasmia was a good friend and Lucy had a lovely personality.

Abigail did not think the dancing challenge was fair. She said, “Maybe I’m being a bit bitter, but seriously, I don’t think it was judged very fair. Tamar’s been dancing for twenty years. God bless her, she was amazing. But I thought a challenge was when something was challenging you.”¹⁰⁸¹ Amber was upset that she was going to spend an evening in the house without her friends. She said, “I was a bit upset that I was gonna be left in the house because I know Lianna gets on well and doesn’t mind hanging out too much with the other group. But, I prefer not to.”¹⁰⁸² Samantha called out to Amber to join the rest of the women, but Amber did not join them. Amber said she was done trying to be friends with people she did not want to know.

When the three women returned to the model house, everyone read the latest *Lisa Mail*, “A model must have class and sophistication to succeed in the modeling industry. Be dressed like a lady and be ready to leave at 10:20a.m.”¹⁰⁸³ Jean Broke-Smith, an etiquette expert, greeted the women. She said, “So, today we’re going to go through various things and doing the extra things about being a model. It’s not just only walking, it’s other things.”¹⁰⁸⁴ Jean liked Georgina’s outfit, but disliked her messy hair that made her look like “she’d just gotten out of bed”. Jasmia was very nervous during the etiquette lessons. Jean thought Lucy was too blonde. She implied that Lucy might have an eating

¹⁰⁸¹ “Episode #2.4.” *Britain’s Next Top Model*. Host Lisa Snowden. 14 August 2006. Television.

¹⁰⁸² *Ibid.*

¹⁰⁸³ *Ibid.*

¹⁰⁸⁴ *Ibid.*

disorder when she said, “To be honest with you, I felt like I wanted to take her home and give her a good meal.”¹⁰⁸⁵ Jean seemed to have the most problems with Jasmia. She said, “She is the one girl of the whole group that needs to practice her posture. She walks very long-strided, she’s quite pigeon-toed; everything is wrong with the woman.”¹⁰⁸⁶

The women received another Lisa Mail, “Can you reach for the stars and come out shining on top? Be ready for a day of fizzy fun.”¹⁰⁸⁷ Lisa greeted them the next day with several photographers. She said, “Today is a big day for you all because it’s your first proper job, first proper client.”¹⁰⁸⁸ They were going to be photographed while jumping on a trampoline and reaching for a bottle of Appletiser soda pop. Samantha observed, “There was a lot of tension throughout the day of the photo shoot and a few little snide remarks and just basically the two groups separated even more, which is not good. It’s not good for anybody.”¹⁰⁸⁹

After Lucy did her photo shoot on the trampoline, she said she was nervous at first, but thought she progressed throughout. One of the photographers analyzed Lucy, “She started off really timid and stiff, but she’s really relaxed now. I know she hasn’t been on a trampoline before.”¹⁰⁹⁰ Lisa told the women that there would always be things they had never done before as working models, and they just had to do what was asked of them. Jasmia and Lianna were talking to Samantha. Jasmia said, “I’m not gonna go with

¹⁰⁸⁵ “Episode #2.4.” *Britain’s Next Top Model*. Host Lisa Snowden. 14 August 2006. Television.

¹⁰⁸⁶ Ibid.

¹⁰⁸⁷ Ibid.

¹⁰⁸⁸ Ibid.

¹⁰⁸⁹ Ibid.

¹⁰⁹⁰ Ibid.

violence. I'm just gonna chief you in words."¹⁰⁹¹ She would not physically hurt Samantha, but would hurt her with words. Lianna told Samantha that she could really beat her up in a physical fight. Samantha said, "I'm not a fighting person. I'm more intelligent than that."¹⁰⁹² Samantha described what happened with Jasmia and Lianna to Sarah. She said,

I was left on my own up here with Lianna and Jas and I felt they were being a bit bully-ish; talking about how they could take me in a fight. How unintelligent, how uninteresting is that? And why do that when none of my friends are in the room? Just to intimidate me.¹⁰⁹³

Sarah told her she could not let them get to her. Samantha said they did not "get to her", but they should not have been bullying her.

One of the photographers talked about Abigail's photo shoot. He said, "I was a little bit concerned in the beginning because it looked a little more animalistic than what the brand is really trying to portray, but then she did a very nice job. She was very elegant, very composed and her shots really came across."¹⁰⁹⁴ The photographers struggled with Tamar, but ultimately felt they came up with a really good shot of her. When it was Jasmia's turn, she did not like all of the other women watching her perform. She found it a little "nerve wracking". When Tamar went downstairs with the hairstylist, Lianna was there. The hairdresser asked Lianna which woman she wanted eliminated from the competition. She initially said Samantha, but quickly changed her mind and said Tamar's name. She repeatedly told Tamar that she wanted her to be eliminated the

¹⁰⁹¹ "Episode #2.4." *Britain's Next Top Model*. Host Lisa Snowden. 14 August 2006. Television.

¹⁰⁹² Ibid.

¹⁰⁹³ Ibid.

¹⁰⁹⁴ Ibid.

next day, almost taunting her. Tamar felt Lianna was especially nasty to her and almost cried because of her.

Lianna was very nervous on the trampoline. She said, “I was shaking and I think I was getting all kind of blotchy and stuff. I freak myself out.”¹⁰⁹⁵ She acknowledged that she “really worked herself up”. The photographers were not impressed when they first saw Lianna off camera, but she surprised them and they thought she did really well. Lianna said, “I think the pictures went okay, but I know it was definitely nowhere near the best out of everyone’s.”¹⁰⁹⁶ She underestimated her appeal. One of the photographers said, “I would book Lianna. Got up close, far back. There were so many shots we could use; such a range. I was absolutely blown away.”¹⁰⁹⁷

When the shoot ended and the women returned to the house, they decided to have a group meeting. Jasmia said, “I think I kind of did upset Sam, which I didn’t mean to do, which is why I didn’t want to say anything in the beginning.”¹⁰⁹⁸ Sarah suggested that if someone makes a comment or gives a look, they should all be adults and approach it “then and there”. Georgina talked about how Samantha had been offended earlier when Lianna said she could beat her up. Lianna said, “Oh, but I also said I could take Lucy in a fight because she’s so petite and little.”¹⁰⁹⁹ Samantha said, “When you talked about Lucy, you were joking. As soon as it was aimed at me, it was turned around. It

¹⁰⁹⁵ “Episode #2.4.” *Britain’s Next Top Model*. Host Lisa Snowden. 14 August 2006. Television.

¹⁰⁹⁶ Ibid.

¹⁰⁹⁷ Ibid.

¹⁰⁹⁸ Ibid.

¹⁰⁹⁹ Ibid.

was serious.”¹¹⁰⁰ Lianna said she just felt like leaving the competition, but would not because she would regret it in the morning.

Soon, a lot of the women were discussing how Lianna had treated them. Tamar thought Abigail “went off at Lianna quite harshly”. Lianna said she felt like she was going insane and just wanted to sit there and scream. Sarah said to camera later, “The way that the whole conversation was going, it just seemed like Lianna was getting away with murder so I sort of felt like I had to speak up.”¹¹⁰¹ Sarah shocked Jasmia by being brutally honest with Lianna. Lianna did not like Sarah. She said, “She makes me the most angry out of everyone in that house. She really, really annoys me.”¹¹⁰² Amber thought Lianna needed to start judging what she said to people and the effect it has on them because she might get herself in trouble. Jasmia said that Lianna did not take the group meeting well and decided to sleep downstairs away from the other women. Lianna called her boyfriend and told him that all of the other women in the house were “bitches”.

The women went to elimination the next day. Lisa asked them if they managed to become classy and sophisticated ladies that week. Brendan Cole was the guest judge. Jonathan did not like Jasmia’s picture and told her that she needed to tone up to look as graceful as her taller competitors. Brendan told everyone that Lianna cried during the dance lessons. Jonathan said he was disappointed to hear she was in tears again. Lisa was very happy with Lianna’s photograph and told her that the photographer and client

¹¹⁰⁰ “Episode #2.4.” *Britain’s Next Top Model*. Host Lisa Snowden. 14 August 2006. Television.

¹¹⁰¹ Ibid.

¹¹⁰² Ibid.

said they would book her on the basis of that picture. The judges did not like Lucy's photograph. They said she was too shy and her expression in the picture was not good.

The women left the room so the judges could deliberate. Lisa said she was very happy with Lianna's progress and that she looked "amazing" in her photograph. Jonathan was still frustrated that Lianna kept crying and having breakdowns, but felt she redeemed herself with her photo this week. The judges did not like Jasmia's picture. Lisa said she had a soft spot for Jasmia. Brendan said, "In terms of pictures, I don't want to look at it."¹¹⁰³ Lisa said she was not happy with Lucy's picture. Lucy semi-resembled a witch in her photograph, which prompted Jonathan to say, "Trick or treat."¹¹⁰⁴

The women returned to the room. Lisa called Jasmia's name and said, "You're struggling to bring your femininity to the photographs, but again, this week, your facial expression nailed it."¹¹⁰⁵ Lucy and Tamar were in the bottom two. Lisa told them,

One of you girls could be a real strong editorial model, but seems to have a one-dimensional look. The other has shown much more versatility in this competition, but continues to produce average images. Which one of you have the judges decided deserves another chance?¹¹⁰⁶

The judges went with versatility and eliminated Lucy. She was surprised she was eliminated and felt it had not really "hit her yet". She said,

I do have quite a strong look, so I think I may not have done as well as I would have like to have done while I was here. But, I do think I could still do well. I still got here and I was still here for three weeks. Still experienced it, so that's the main thing. I feel lucky for that, so...¹¹⁰⁷

¹¹⁰³ "Episode #2.4." *Britain's Next Top Model*. Host Lisa Snowden. 14 August 2006. Television.

¹¹⁰⁴ Ibid.

¹¹⁰⁵ Ibid.

¹¹⁰⁶ Ibid.

¹¹⁰⁷ Ibid.

Lucy's unusual looks were not enough for the judges to keep her in the competition.

Apparently, she could look "too strange" in photographs and had not learned how to use her features to their best advantage.

Cycle 2, Episode 5

For this episode, the following archetypes were examined: the Odd Seemingly Unattractive Woman and The Bitch. Lianna continued to embody multiple archetypes – an OSUW and TB. Sophie, Tamar and Samantha were considered OSUWs while Jasmia retained her archetype of The Bitch.

The women received a Lisa Mail, "Do you think you're hard enough? Be ready for 9:00a.m. sharp."¹¹⁰⁸ They went to a gym and met their personal trainer, Chris Mundle. He told them he had a three-hour workout for them. Georgina said, "The gym was tough. Our bodies got tortured. But it was a very good experience."¹¹⁰⁹ Lianna was amused watching the other women work out. She said, "It was just funny to watch all the girls not able to do one press-up and, like, lifting the weights and stuff like that."¹¹¹⁰ The other women were not as strong as Lianna. She enjoyed using exercise to release her frustrations. She said, "And then we did a little bit of punching. Oh God, I just imagined all this anger built up inside. I was thinking about Sophia's face."¹¹¹¹ Lianna seemed to think about physically hurting her competition fairly often.

¹¹⁰⁸ "Episode #2.5." *Britain's Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹⁰⁹ Ibid.

¹¹¹⁰ Ibid.

¹¹¹¹ Ibid

After the workout, the women were split into two groups. Each group was assigned a different car. When everyone was in the cars, a Lisa Mail awaited them. It said, “Being a top model, you never know what’s around the corner. This is why we’ve arranged to have your first go-see. No time to freshen up, girls. You don’t want to leave the designers waiting.”¹¹¹² The women had to see top designers while sweaty and disheveled.

Each of the designers had strong opinions about the women. Neil Cunningham had a few opinions about Amber. He said, “Amber’s very striking. I could see her doing catwalk. I think she’s a good, not too fashion week model. She’s a little bit too tall and static for me; a little rigid in the shoulders.”¹¹¹³ Scott Henshall admired Sophia’s unusual looks. He said, “Sophia’s got a great body; very tall, very lean, walks well and has an effortless smile. Not necessarily the prettiest of the group, but she could be the dark horse.”¹¹¹⁴ Neil thought Sarah was “very striking” and liked her strong look. Scott seemed to have a preference for unusual looking models. He liked Tamar’s “porcelain and doll-like” qualities. He thought her unique face would handle different types of make-up very well. He believed she could be a chameleon. Scott was not the only designer who liked unusual looking women. Neil thought Samantha really stood out because of her coloring and the shape of her face. He thought she was “elegant and beautiful”.

¹¹¹² “Episode #2.5.” *Britain’s Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹¹³ Ibid.

¹¹¹⁴ Ibid.

After the go-sees, the women returned to the model house. Abigail felt the atmosphere of the house was “okay” because they had had a house meeting and misunderstandings were cleared up. But, she recognized that the meeting had not made anyone better friends. Tamar said some people were really making her angry. She said, “You know, I really don’t like them and they’re really not my kind of people.”¹¹¹⁵ Abigail said the days were great because they were out of the house, doing tasks, completing challenges and learning to be better models. She said once everyone returned home for the night, the atmosphere drained them and they just wanted to go to bed.

They received another Lisa Mail, “Time to shake it up and make it up. Be ready for 10:00a.m.”¹¹¹⁶ The next morning, they went met Jonathan Phang and his friend, make-up artist Eric Jimenez. The make-up artist was going to look at every woman and give input on her look. Eric thought Jasmia needed to structure her eyebrows, even out her complexion and highlight her lips and eyes. He thought Samantha was gorgeous. He encouraged her to use make-up to highlight her eyes and “warm the complexion up”. He viewed Lianna as a potential piece of art. He said, “Now, here, another great canvas to work with. Beautiful eyes. We want to really focus on the eyes and play with your lips, too and really complement your look and your complexion, as well.”¹¹¹⁷

Abigail thought they had a great day. She explained that three models from Models One came and Eric demonstrated putting make-up on them and then the women had to try to emulate him. The three make-up types he showed them were: Heavy metal

¹¹¹⁵ “Episode #2.5.” *Britain’s Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹¹⁶ Ibid.

¹¹¹⁷ Ibid.

madam, red carpet glamour and disco diva. Samantha became unusually nervous when the make-up challenge was explained to the women. She said, “I just totally freaked out and it was just, like, go go go. I freaked out. I just had this rash come out all over my body. Let me put it this way – I didn’t need any blusher.”¹¹¹⁸ The winner of the make-up challenge would receive a pricey Urban Decay cosmetics kit worth 700 pounds. The winner would also receive a personalized helicopter ride around London and would get to take one friend with her. Jasmia won the challenge and chose Amber to join her. Jasmia said, “It was kind of hard decision, but then I knew Tamar had been on a helicopter ride beforehand and so it was all right.”¹¹¹⁹

Back at the model house, the women were bored. Sarah went into the confessional and said, “I’ve just come down here to say I’m absolutely bored out of my skull in this house. I’m not really interested in anything most people have got to say. I just don’t talk. Ah, poor me! Help, help!”¹¹²⁰ Jasmia and Amber returned from the helicopter ride. They had both enjoyed it. The rest of the women were preparing to go to bed for the night. Abigail said, “Me, Sophia and Sam and Sarah did a little bit of a workout. All the girls were in the bath and I was waiting for the shower and stuff.”¹¹²¹ Tamar and Georgina had put on their bikinis and took a bubble bath. While Abigail and her friends were waiting to get in the shower, Sophia found a new Lisa Mail, “What goes

¹¹¹⁸ “Episode #2.5.” *Britain’s Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹¹⁹ Ibid.

¹¹²⁰ Ibid.

¹¹²¹ Ibid.

bump in the night? Be ready in a half an hour to find out.”¹¹²² At first, the women thought they were perhaps going out to nightclubs. But they soon realized they were on their way to the next photo shoot.

Hilary Alexander greeted them at a church. She said, “Hi girls. Isn’t this spooky?”¹¹²³ The women were going to be gothic brides in their photographs. Their photographer was Julian Marshall. Lianna said nobody expected they would be out all night taking pictures in an icy cold church. Tamar was excited about the shoot. She said, “I loved my make-up and I loved my hair. It was really weird, though. I thought my dress was really cool. And the photographer was wicked.”¹¹²⁴ Hilary thought Tamar had an “amazing shape” in her poses. Jasmia was uncertain about her performance. She said, “I hope I done well. It went really, really quick. He said it was all right, but I don’t like ‘all right’.”¹¹²⁵ Samantha felt her look was “crazy” for the photo shoot. She thought her gothic glamour style looked scary. Lianna thought the photo shoot was difficult because it was hard to “look dead” without being completely vacant. She worried that the photographer rushed through her session because it was getting too late. She said, “I took a few shots and the photographer said, ‘yeah, you’ve got it’. I was, like, are you sure you really got it ‘cause you need to get this. Don’t just say you’ve got it ‘cause it’s half-five

¹¹²² “Episode #2.5.” *Britain’s Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹²³ Ibid.

¹¹²⁴ Ibid.

¹¹²⁵ Ibid.

in the morning. You need to say you've got it 'cause you've got it."¹¹²⁶ Somewhat surprisingly, Julian thought Lianna was the easiest to work with by far.

The next day was Jasmia's birthday. She said, "When I woke up, I was kinda, like, depressed 'cause usually I'm used to waking up and having cards and my parents coming in and waking me up so it was kind of a bit of a shock."¹¹²⁷ Jasmia felt no one made any effort to celebrate her birthday in the morning. Sophia, Abigail and Samantha were excited and thinking of funny things they could do for Jasmia. They were also trying to find out what food and cocktails she might like. Jasmia did not want to spend her birthday with the three women planning a celebration for her. She said, "Tonight, I don't want to spend my birthday with them because if I was on the outside, I would spend it with people I love and care about. And to them, they're just seeing it as a party and asking for what food they want."¹¹²⁸ Samantha said it seemed Jasmia wanted Amber and Tamar to go out with her and for things to be low-key. Samantha, Sophia and Abigail wanted to enjoy the evening, too, but were not welcome. Sophia said, "To basically be told that even though it's gonna be within the house, she really wasn't interested in spending the time with us whether it was her birthday or not, which was quite gutting, to be quite honest."¹¹²⁹ Jasmia thought the three "unwanted" women were taking everything too personally even though it was *her* birthday.

¹¹²⁶ "Episode #2.5." *Britain's Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹²⁷ Ibid.

¹¹²⁸ Ibid.

¹¹²⁹ Ibid.

Jasmia received a video birthday greeting from her mother. She also received one from Lisa, who said, “Happy birthday, I hope you enjoyed your messages. I’m in a generous mood, so for a birthday treat, I’ve booked a table tonight at a gorgeous restaurant for you and five of your housemates to go to; to go out and celebrate in style so you better get ready.”¹¹³⁰ Jasmia chose Lianna, Tamar, Amber, Sarah and Georgina to join her for her birthday celebration. Jasmia received another Lisa Mail,

Jasmia, you and your friends are going to an exclusive dim sum eatery where you’ll dine in your own private dining room. Then you’ll be whisked off to Paper, London’s current hotspot where the stars choose to shine and where you’ll get your own VIP area with cocktails and champagne.¹¹³¹

Abigail felt she, Sophia and Samantha acted more maturely than Jasmia. But, Abigail did feel rejected. Sophia said it was like a bomb exploded when the six women returned from their night on the town. The women were drunk and “falling all over the place”. Several women wondered who would be eliminated the following day. Sophia said, “Well, we’ve got elimination and I do think I’ve worked consistently well this week.”¹¹³² Samantha said her life would be easier if Jasmia left. Jasmia said, “I know a model doesn’t have to be beautiful, you’ve just got to have stunning features, but I just think Sam is just like that girl next door.”¹¹³³ Lianna wanted Sophia to get eliminated.

The women arrived for judging and Lisa asked Jasmia if she had a good birthday and if she “got down with her bad self”. Eric Jimenez was the guest judge. Jonathan was uncertain about Samantha’s picture. He said, “I don’t know if that’s really captured the

¹¹³⁰ “Episode #2.5.” *Britain’s Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹³¹ Ibid.

¹¹³² Ibid.

¹¹³³ Ibid.

essence of a gothic bride. But, I think you look good in it.”¹¹³⁴ When Tamar stepped forward for evaluation, Lisa asked how she was feeling. She told the judges that she was quite sick from all the drinking she did the night before for Jasmia’s birthday. She thanked Lisa for a “wicked” night. Jonathan asked her, “What did you do to feel unwell? Were you drinking all night?”¹¹³⁵ Tamar thought she might have “a bit” of alcohol still in her. Paula disapproved. She said, “That’s not fun and that’s not funny. It’s not okay in this competition. It is work. I don’t care whether they were out for a birthday. Absolutely not. You knew you were going to be standing in front of us today and you know what? You’re hung over.”¹¹³⁶ Lisa tried to defend the women since she was the one who sent them out drinking. Paula disagreed with her. When the judges saw Tamar’s photograph, Paula thought there was a lot of “presence” and Tamar had “hit the mark”.

The judges like Lianna’s photograph. When Sophia’s picture came up, Paula said, “You were supposed to be a gothic bride and you look demented, absolutely demented.”¹¹³⁷ Jonathan thought Sophia’s photograph was confusing because usually, she was “much prettier than that”. Paula thought Sophia missed the message of being a dead bride.

The women left the room while the judges deliberated. Lisa did not think Samantha’s picture was that bad. Jonathan thought her picture was more believable than

¹¹³⁴ “Episode #2.5.” *Britain’s Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹³⁵ *Ibid.*

¹¹³⁶ *Ibid.*

¹¹³⁷ *Ibid.*

several of the other women's. Jonathan still did not like Jasmia's picture because she looked too short. The judges had kind words for Lianna. Lisa said it was an amazing picture. Paula called Lianna's photograph "pure magic". Lisa thought Sophia's picture was "so spooky". Eric really liked Tamar's photo. He said, "It's a very grown-up photograph. She's confident, she's sexy."¹¹³⁸ Paula agreed.

The women returned to the room. When Lisa called Tamar's name, she said, "You've really moved on since last week and in this photograph, you've produced a little piece of magic."¹¹³⁹ Abigail and Sophia were in the bottom two. Lisa said,

Abigail, commercially, you've proved you can cut it. But on your two editorial shots, we're just not convinced. Our top model needs to be an all-rounder. Sophia, some of the judges think that your figure has kept you in the competition and when really tested on your facial expressions, you just haven't delivered.¹¹⁴⁰

Sophia was eliminated. Sophia said she knew it would be she and Abigail in the end and knew Abigail would stay in the competition. It did not shock Sophia, but she found it upsetting. She looked forward to seeing her family and friends, but was sad this experience was over. She said, "I'll miss it all terribly because I was having such a good time, but I just want to concentrate on the positives and what I've achieved and what I've gotten out of the situation and the people that I've met."¹¹⁴¹ After Lucy's elimination the previous week, it felt somewhat surprising that the judges eliminated another OSUW, Sophia. It was difficult to understand why the judges continued to like Jasmia and her photographs. Of course, the judges did not see how the women acted at home. They

¹¹³⁸ "Episode #2.5." *Britain's Next Top Model*. Host Lisa Snowden. 21 August 2006. Television.

¹¹³⁹ Ibid.

¹¹⁴⁰ Ibid.

¹¹⁴¹ Ibid.

were impressed with Lianna's photographs so it made sense they kept her in the competition. And they likely did not know how negative Lianna and Jasmia could be to the other models.

Cycle 2, Episode 6

For this episode, the following archetypes were examined: The Bitch, the Insecure Girl, the Sexy Woman and the Unstable Woman. Jasmia and Lianna embodied multiple archetypes: IG and TB. Lianna was also considered a UW because she continued to break down. Abigail and Amber embodied the SW archetype.

At the beginning of this episode, Abigail reflected on the most recent elimination panel. She said, "Last elimination, I was in the bottom two. I was gutted because I knew not only could I go, but Sophia could go and she was, like, my best mate. And it sort of doubled the emotion sort of thing. When I got kept in, it was such a relief, but I was also devastated that she'd gone."¹¹⁴² Sophia left a kind letter for Abigail and Samantha. Jasmia and Lianna were somewhat insensitive to their loss. Lianna observed that the two women cried and were upset because they seemed like the only ones who cared about Sophia. Lianna said to camera, "Well, yeah. No one cared about her."¹¹⁴³ Jasmia was pleased that Sophia was eliminated. She said, "I never really did get on with her from the beginning so I wasn't gonna go cry."¹¹⁴⁴

¹¹⁴² "Episode #2.6." *Britain's Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁴³ Ibid.

¹¹⁴⁴ Ibid.

The women received a Lisa Mail, “For eight of you, the journey continues. Will you even recognize yourselves tomorrow? Be ready at half 8.”¹¹⁴⁵ They went to a studio where Jonathan Phang greeted them. He said, “Hi girls, how are you feeling today? The test today is it’s a very heavy metallic make-up shoot. You may sit there and feel that doing a beauty shot is one of the easiest things you can do, but in fact, it’s the hardest.”¹¹⁴⁶ Their photographer for the shoot was John Swannell. Abigail said she was feeling drained from crying all night about Sophia’s departure and the shock that she could have been eliminated. She was relieved that they were not doing a natural beauty shoot because she felt terrible and needed something “to hide behind really”. As soon as she arrived on set, Jonathan reminded Abigail that this photograph was not supposed to be more appropriate for a men’s magazine than a high fashion publication. Jonathan was pleased with her performance. He said, “I think that she had taken on board our comments about sort of being cheesy and sort of modeling in a lad’s magazine kind of way and I think she carried it off very well.”¹¹⁴⁷ Jasmia became nervous when she noticed Samantha watching her photo shoot. Jonathan noticed her insecurity. He said, “Jasmia is still very self-conscious. She feels she has big nostrils and she’s quite embarrassed to smile and I thought she looked absolutely beautiful.”¹¹⁴⁸

When Tamar arrived on set, she was determined to have the best photograph that week. Samantha enjoyed her photo shoot and felt she had a chance to show off her best

¹¹⁴⁵ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁴⁶ Ibid.

¹¹⁴⁷ Ibid.

¹¹⁴⁸ Ibid.

assets: her eyes. Lianna told Jasmia that she had watched Samantha's photo shoot. Jasmia asked her how it went. Lianna did not think Samantha's shoot went very well. Sarah, Abigail and Samantha had a conversation about Lianna's attitude and what she had been saying about them behind their backs. Jonathan seemed frustrated with Lianna during her photo shoot. When it ended, he asked, "Did you enjoy it?"¹¹⁴⁹ She said she did enjoy the shoot, but did not think she would. He asked why she thought she would not enjoy the photo shoot and she said, "Because it's just your face."¹¹⁵⁰ He reminded her that every week, the judging panel told her she had a great face. The judges wanted her to be more relaxed and comfortable in front of the camera. Lianna said, "If someone says you have a bad face, you're gonna have such a complex."¹¹⁵¹ Jonathan said she never seemed happy, no matter what anyone said to her.

After the shoot, the women went home and were surprised when Lisa stopped in. She said, "I think it's all very well us critiquing you every week, but I think it'd be a really, really good exercise for you to critique one another. Each one of your competitors, write down their weaknesses. So, you've got fifteen minutes. Your time starts now."¹¹⁵² Tamar thought it was a good idea because she wanted to know what other people thought of her. Samantha found the exercise difficult because she did not want to critique her friends. Lianna was unhappy about the exercise. She said, "I'm quite worried about what people are gonna say about me. I know it's constructive, but I

¹¹⁴⁹ "Episode #2.6." *Britain's Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁵⁰ Ibid.

¹¹⁵¹ Ibid.

¹¹⁵² Ibid.

don't see it like that. When other people are saying it, it feels like people are singling me out."¹¹⁵³

Lisa read through what each woman wrote and said they were going to start with Sarah (Sarah's opinions of weaknesses in the other models). Sarah wrote, "Tamar could apply herself to tasks with a little more energy. She has a very strong face, but I feel she needs a bit more oomph."¹¹⁵⁴ Tamar did not appreciate Sarah's comment. Samantha thought Jasmia was not very feminine and had harsh facial expressions. Georgina wrote that Sarah needed more energy and had a tendency to look bored. Georgina also thought Amber needed more fire behind her eyes and more personality. Tamar had negative comments for Samantha. She wrote, "Her eyes can be a bit intense sometimes. She is very driven, which is good, but sometimes comes across a bit pushy."¹¹⁵⁵ Amber's observed that Abigail's larger breasts could be a disadvantage for her in the fashion industry.

Jasmia wrote that Lianna sometimes annoyed the team – all the other people who worked on photo shoots – specifically, one of the hairdressers. Jasmia said, "I said that she had annoyed the hair dresser on the shoot, which she did do. She was talking, like, really random things, but they don't know your friends..."¹¹⁵⁶ She thought people did not enjoy hearing Lianna's random stories and Lianna did not understand that she was irritating them. Jasmia said Lianna did not take the criticism well and became upset.

¹¹⁵³ "Episode #2.6." *Britain's Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁵⁴ Ibid.

¹¹⁵⁵ Ibid.

¹¹⁵⁶ Ibid.

Lianna said she was upset because Jasmia brought up her personality. Jasmia said, “No one said anything nasty or bitchy. It’s helping.”¹¹⁵⁷ Tamar encouraged Jasmia to speak to Lianna and explain exactly what she meant because she thought Lianna did not fully understand. Lianna started talking to Lisa and said, “Jasmia bringing up the hairdresser comment, it just upset me because it seemed like she’s basically saying no one wants to listen to what you’ve got to say when you’re talking.”¹¹⁵⁸ Jasmia apologized for not being diplomatic enough when she stated her opinion, but pointed out that everyone had shared opinions about each other. Later, Jasmia cried because Lianna had taken her comment personally. She had not meant to offend her and could not get over how Lianna had reacted. The two women had similar personalities, but did not interact well with each other. Perhaps their similarities were what, ultimately, divided them.

The women received another Lisa Mail, “Girls, are you all on the same wavelength?”¹¹⁵⁹ Lisa greeted them at a radio station and told them they were being interviewed that day by Toby Anstis. She said it was a challenge and that there would be a reward. She told Toby to not go easy on the “girls”. Toby asked Amber what made her stand out above the other women. Amber thought her personality elevated her. He asked what was so special or different about her personality. Amber said, “I’m just kind of sweet on the surface, but I’m just this little bit of a naughty girl underneath.”¹¹⁶⁰ Toby

¹¹⁵⁷ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁵⁸ Ibid.

¹¹⁵⁹ Ibid.

¹¹⁶⁰ Ibid.

asked, “What’s the naughtiest thing you’ve ever done?”¹¹⁶¹ Amber admitted to having done some pole dancing i.e. stripping. Amber was proud that she had truthfully answered a difficult question. Toby was impressed and said, “I think she handled the pole dancing thing, which is obviously a bit of her past that she probably wants to forget, I think she handled being asked about that very well. So, I take my hat off.”¹¹⁶²

He asked several of the women who they hoped would be eliminated next. Tamar, Jasmia, Georgina and Lianna all said Samantha’s name. Toby asked Lianna, “Why Samantha?” Lianna told him Samantha liked to put others down. When he interviewed Samantha, he told her, “Everybody seems to want you out!”¹¹⁶³ Samantha casually answered that this was a competition and the other women thought *she* was the toughest competitor. He asked her who she would like to see kicked out next. She said Lianna’s name. He asked her why. Samantha answered, “Because she is draining and very grinding and she’s just, she’s very negative and she brings the whole negativity to the house. Very low.”¹¹⁶⁴ Sarah also wanted Lianna to leave because she did not like her very much. Amber said Lianna’s name because she felt she had “a bit of an attitude problem”. Abigail wanted Lianna to leave because she found her irritating and immature.

When Toby interviewed Lianna, he said, “I just get the vibe that maybe you’re kind of rubbing one or two of them the wrong way.”¹¹⁶⁵ Lianna said there was nothing she could say. He asked her if something significant had happened to make the other

¹¹⁶¹ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁶² Ibid.

¹¹⁶³ Ibid.

¹¹⁶⁴ Ibid.

¹¹⁶⁵ Ibid.

women feel this way. She answered, “Not really. There’s been a couple of things, but that’s people saying things. I don’t think I have to be singled out for it.”¹¹⁶⁶ Toby was “pleasantly surprised by her attitude”. He thought she had a striking look. He wondered if the reason the other women had a problem with her was because she was the biggest threat and thought “she’s going to win this”. He clearly did not know how Lianna interacted with the other women.

After the interviews, Toby told the women that some of them handled the pressure of interviews better than others. Amber was the winner of the challenge. Toby said there would be a second winner who is “very, very focused, very, very energetic. And that person is Sam.”¹¹⁶⁷ Each woman won a luxury spa treatment and could bring a friend with them. Samantha chose Abigail while Amber chose Jasmia. Sarah pointed out that while half of the women were pampered, the other half had to clean their house. Lianna and Tamar were not happy about having to clean.

When Amber and Jasmia were drinking champagne after their spa treatment, Amber said, “The person I’m happiest to get a night off from is probably Lianna because she’s just been annoying me a lot.”¹¹⁶⁸ Samantha and Abigail had a similar conversation while they enjoyed champagne. Abigail did not think Lianna could be a model with her current attitude. She said, “...and even though she is competition because she’s

¹¹⁶⁶ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁶⁷ Ibid.

¹¹⁶⁸ Ibid.

absolutely stunning and her pictures are always fantastic, because of her attitude and her constant slighting, she just seems irritating.”¹¹⁶⁹

Back at the house, the women were bored. Lianna and Georgina had a food fight in the kitchen. Sarah said, “And then I came up with the idea of putting flour in everyone’s bed.”¹¹⁷⁰ Tamar liked the idea and said they should put the flour in the pillows so it would get in their hair. When the four women returned to the house, they noticed the others were acting suspicious. When they discovered the flour in their beds, Lianna brought up how Abigail’s fake tanning make-up was all over the sheets. Abigail said something about how they were unable to see the make-up because Lianna’s teeth were so distracting. Abigail said, “I didn’t mean it. There’s nothing wrong with her teeth, it was just a comeback. But it got a bit out of hand.”¹¹⁷¹ Lianna was upset and exaggerated about what Abigail had said. She said Abigail kept repeating “your mouth this, your mouth that, your teeth, your teeth, your teeth...” which was not very accurate. Lianna felt Abigail got too personal and mean. Georgina thought the night ended on a spiteful note. Lianna said everyone woke up in a bad mood. Amber said, “They were really childish last night and there was flour all over our beds when we got home.”¹¹⁷²

The women received another Lisa Mail, “Your task is to create your own portfolios. You will each be the photographer and the model.”¹¹⁷³ They were split into two groups to go take pictures for their portfolios. Sarah’s group had to create portfolios

¹¹⁶⁹ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁷⁰ Ibid.

¹¹⁷¹ Ibid.

¹¹⁷² Ibid.

¹¹⁷³ Ibid.

at Southend-on Sea about which they were not happy. Georgina thought the theme was fun, interesting and “God-awful tacky”. Abigail’s group went to the Chessington World of Adventure and their theme was “old fashioned movie star types”. All the women returned to the model house to assemble their portfolios. Nicky Johnston, their photographer from the first week, came up the stairs and introduced them to Karen Diamond, a director from Models One. Nicky and Karen would critique their portfolios.

Amber shared her portfolio first. Nicky and Karen told her to not do the “pouty thing” so much and work on different facial expressions. They liked Samantha’s photographs “for the most part”. They liked some of Jasmia’s photographs. When they saw Abigail’s portfolio, they told her they could see she relaxed into the photo shoot at the park (which was a positive comment). The second group of women shared their portfolios. They did not have much to say about Tamar’s photographs. They told Georgina, “It’s as if you tried too hard.”¹¹⁷⁴ Sarah’s photos were well received – Nicky and Karen thought her face was very strong and that she was good at looking into the camera. They did point out that her stomach had rolls of fat in her bikini photograph. Lianna was nervous about them dissecting her portfolio. She said, “They’re very important people and they’ve just literally seen the worst five photographs of me so far in the whole competition.”¹¹⁷⁵

Back at the house, Tamar thought they all needed to talk to ease the “awful atmosphere” in the house. Abigail said a joke was fine, but when personal comments

¹¹⁷⁴ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁷⁵ Ibid.

were included, she felt that was disrespectful and knew she would come back at the woman with comments about *her*. Georgina asked who started the personal comments. Abigail said Lianna did when she said, “Gum chewin’ and your big tits and all this! And all your sheets are yellow!”¹¹⁷⁶ Lianna said she merely pointed out that the flour was off-white but it was actually whiter than Abigail’s sheets. She said she meant her comment as a joke. Abigail said she then brought up a joke about Lianna’s teeth. They argued back and forth about who said something too personal. Abigail seemed to finally explode. She said,

You’ve been giving digs to so many people all week, Lianna. And you’ve always been abrupt and very pissed and sometimes when you snap, it’s not like you’re upset and feeling sad, it’s like ‘I’ve snapped ‘cause I’m in a nasty mood’...¹¹⁷⁷

Tamar told Abigail to calm down and try to understand that this was who Lianna was and she should accept her. She told the women that they could not change Lianna. Lianna said, “I’m very temperamental and I know that and my friends know that and now, it’s hard for me to come in here and have people get on with that.”¹¹⁷⁸ Samantha suggested Lianna let people in “a little bit more”. Lianna said she would not do so because if she let people in, they would break her down. Abigail said the women liked Lianna, but did not know if Lianna liked them because she said mean things to them. Jasmia spoke to the camera later. She said, “The thing that really really did annoy me was when Abi turned around to Lianna and said ‘I don’t dislike you. I do like you,’ when earlier on, she had

¹¹⁷⁶ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁷⁷ Ibid.

¹¹⁷⁸ Ibid.

said to me that she hated her. Which is so just going back on her word and it just made her look like a fool in my eyes.”¹¹⁷⁹

The discussion continued and Samantha tried to console Lianna, who did not appreciate it. She said,

Sam came over, put her hand on my leg and said, “It’s gonna be okay. You’re just an emotional wreck.” I was, like, who the hell are you? I got more upset because I was just thinking, what are these girls saying to me? And she started me believing I’m messed up when I know I’m not.¹¹⁸⁰

The next day, Abigail thought maybe she had gone too far the night before. Samantha thought Abigail “just snapped”. Abigail apologized for getting too personal the previous evening. Lianna said, “It just hit me more than it should have, I guess.”¹¹⁸¹ Georgina told Lianna that she knew not to take anything that she said personally, but that Lianna needed to stop with the mean comments. Tamar said she did not know what Abigail and Samantha’s problem with Lianna was. Georgina said, “They think that they’re so right and that Lianna’s wrong. It came across as bullying.”¹¹⁸² Abigail was upset because she did not want to be perceived as a bully. She told Lianna that she felt “sick, guilty sick”. Lianna said, “Abigail came outside and she said how she felt sick to her stomach because of how she made me feel. She’s doing that to help herself feel better.”¹¹⁸³

¹¹⁷⁹ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁸⁰ Ibid.

¹¹⁸¹ Ibid.

¹¹⁸² Ibid.

¹¹⁸³ Ibid.

A Lisa Mail arrived, “Tomorrow, one of you will end your journey towards becoming Britain’s Next Top Model.”¹¹⁸⁴ Georgina thought Samantha should be eliminated. Jasmia wanted Samantha or Abigail to go because she was not friends with them.

When they arrived for the elimination panel, the women learned that their guest judges would be Toby Anstis and Karen Diamond. It was time for individual evaluations and Amber was first. Lisa asked Amber how she did in her interview with Toby. Amber thought it went well. Toby said she admitted to having pole danced in her past and Lisa said, “Wow, I wouldn’t have known that.”¹¹⁸⁵ Toby thought Amber “shined” during her ten minutes on the radio. The judges liked Amber’s photograph. Jonathan said, “I think it’s the first time we’ve seen some strength from your eyes.”¹¹⁸⁶ Lisa loved the picture and thought Amber looked stunning. Paula thought Abigail’s photograph was “absolutely stunning”. The judges thought Abigail looked very young in her picture. Abigail agreed and said, “I look like a baby!”¹¹⁸⁷ Lisa thought it was her best shot so far in the competition. Paula said, “Well-bloody done.”¹¹⁸⁸

Georgina thought her beauty shot went well because she had a very different look from the other women. Jonathan said, “Your make-up was heavier than everybody else’s partly because of the skin issue.”¹¹⁸⁹ Toby thought her photograph looked like a

¹¹⁸⁴ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁸⁵ Ibid.

¹¹⁸⁶ Ibid.

¹¹⁸⁷ Ibid.

¹¹⁸⁸ Ibid.

¹¹⁸⁹ Ibid.

shot for a hair salon. Jasmia did not like her smile in her photograph because it looked like a “cheeky grin”. Karen thought Jasmia’s photo did nothing for her and that she could do much better. When Lianna was evaluated, Lisa asked her what the situation was between her and Abigail. Lianna said, “We had a discussion and a one-on-one about comments that were made.”¹¹⁹⁰ Paula encouraged Lianna to develop thicker skin and to develop a “shit shield” so anything bad would bounce off of her. The judges were divided about her photograph. Jonathan said, “I think you’ve got great lips. Your teeth have to be addressed.”¹¹⁹¹ Lianna’s eyes bothered Karen because she could tell she was worried. Toby thought it was a seductive shot and that she had a great face.

Toby liked Samantha’s photograph because it was a little “Kate Moss-esque”. Paula thought Samantha’s mouth looked weak. Jonathan said, “What this has done is shown off your best feature – your fantastic eyes.”¹¹⁹² The judges liked Tamar’s photograph. Paula said, “It’s your best ever, ever, ever shot and I knew that you had it in you. What the definition of bitch? **Babe in total control of herself.**”¹¹⁹³ Karen said Tamar’s photo was the strongest for her.

The women left the room while the judges deliberated. Lisa was disappointed in Lianna’s photograph, but still saw potential in her. Jonathan agreed, saying he still saw potential, too. Lisa liked Amber’s performance this week. She said, “She’s great for

¹¹⁹⁰ “Episode #2.6.” *Britain’s Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁹¹ *Ibid.*

¹¹⁹² *Ibid.*

¹¹⁹³ *Ibid.*

beauty. Week by week, she's improving."¹¹⁹⁴ Jonathan believed Jasmia was "hungry" to win. The women returned to the room. Lisa called Abigail's name and said, "You look very relieved. You've really turned it around from last week and you proved that you're strong competition."¹¹⁹⁵ She told Lianna to stop worrying about everyone else in the competition and just worry about herself. Samantha and Sarah were in the bottom two. Lisa said,

Sarah, you knew you had to work on your expressions this week and it split the panel as to whether you managed to do that. Do you have the same passion to be able to produce photos you produced in the beginning? Sam. We admire your passion, but on a week when I expected you to excel, you produced a mediocre photo. Have you done enough to secure your place in this competition?¹¹⁹⁶

Samantha was eliminated. She said she would carry on being the way she was and hoped she would someday be successful. She felt she went out of the competition on a high. She left a note that said, "You've all been fabulous in your own ways and you're gonna make amazing models. You too, Abi, so believe in yourself and stay strong because I believe in you. See you all very soon. Miss you. Love, Sam."¹¹⁹⁷ Another OSUW and Abigail ally was eliminated.

Cycle 2, Episode 7

For this episode, the following archetypes were examined: The Bitch, the Insecure Girl and the Boring Blonde Mannequin. The Bitch archetype has been examined in multiple episodes of *BNTM*. This archetype tends to remain in the

¹¹⁹⁴ "Episode #2.6." *Britain's Next Top Model*. Host Lisa Snowden. 28 August 2006. Television.

¹¹⁹⁵ Ibid.

¹¹⁹⁶ Ibid.

¹¹⁹⁷ Ibid.

competition long after she should have been eliminated. It seems that the producers of *BNTM* might believe that keeping “controversial” contestants will boost overall ratings. Keeping unpleasant, and occasionally mean women on the show feels risky because such actions could backfire. Perhaps audience members would not continue watching *BNTM* if they felt the final competitors were unlikeable. Lianna and Jasmia embodied the Insecure Girl archetype this episode. Lianna was also The Bitch while Amber was the lone Boring Blonde Mannequin archetype.

At the beginning of this episode, Lianna talked about Samantha’s elimination. She said, “When Sam was eliminated, I was so happy. She came up to me, she held my hands and gave me a kiss and she said ‘Be strong, Lianna. Be strong.’ I was not gonna be her friend in the first place and just because she’s leaving, I’m not gonna be nice to her then.”¹¹⁹⁸ Tamar was happy Samantha was eliminated because she believed she caused a lot of tension in the house. Abigail felt alone in the house because her closest allies, Sophia and Samantha, had both been eliminated.

They received a Lisa Mail, “There are only seven of you left. It’s time to stand out. Who can make it big on the small screen?”¹¹⁹⁹ The women went to a glass house that felt like a movie set. They met Jason Clifford, the senior promo director for QVC. The women would be shooting a 30-second jewelry promotion for QVC. The shoot took place outside and a rain machine was used. When Amber tried on a dress for her shoot, she did not like it. Gemma Hatton, the stylist for the video shoot, told her that as a

¹¹⁹⁸ “Episode #2.7.” *Britain’s Next Top Model*. Host Lisa Snowden. 4 Sept 2006. Television.

¹¹⁹⁹ Ibid.

model, she was going to be given things to wear that she isn't always going to like. Jason was unimpressed with Amber's performance. He thought she was boring. He said, "Amber was slightly disappointing, to say the least. She was very wooden and I did try to give her a lot of direction, but, unfortunately, she just didn't quite get it right."¹²⁰⁰ Jason liked Jasmia. He said he was asking for personality and she gave it to him "in bucket loads". Lianna was nervous about the shoot. She said, "I can't dance at all and I just felt really uncomfortable. All I can remember doing is, like, looking up at the rain, and my make-up running down my entire face and it was freezing and I was shaking like a drowned rat."¹²⁰¹ Jason thought Georgina seemed self-conscious during her shoot. Sarah felt like she almost did too much movement in her shoot. She felt "like an idiot", but ultimately did not care because she had fun. Abigail also felt like an idiot as she danced around in the rain. She thought she would have done a better job if she had been "a bit drunk". Tamar said, "It was cold! But because I was jumping around, I was getting so into it. I was just, like, pretend it's a really hot day and you're lovin' it."¹²⁰²

After the QVC shoot, the women returned to their house. The winner of the first cycle of *BNTM*, Lucy Ratcliffe, visited the women. Abigail appreciated Lucy's answers to their many questions. She said, "It's good to get tips from a model who's experienced everything that we've experienced and is actually doing it."¹²⁰³ Lucy gave the women catwalking tips. She suggested that when walking on a runway, they should always have

¹²⁰⁰ "Episode #2.7." *Britain's Next Top Model*. Host Lisa Snowden. 4 Sept 2006. Television.

¹²⁰¹ Ibid.

¹²⁰² Ibid.

¹²⁰³ Ibid.

their hips further out than their shoulders. Lucy had a Lisa Mail for them. It said, “How good are you at selling the product in hand? Can you talk the talk?”¹²⁰⁴

Lisa met them at a venue where they would be promoting Star Lip Gloss at a mock press conference. She told the women to really show their personalities and mention the product as often as they could throughout their entire interview. Amber was uneasy because it seemed “scary” to talk in front of a room full of journalists. Abigail said, “When I got into the room, I totally forgot all about the lip gloss.”¹²⁰⁵ Lianna thought her performance at the press conference was strong. She said, “I thought I did really well ‘cause I was confident and I did promote the lip gloss and I saw people smiling and stuff, so I thought it was okay.”¹²⁰⁶ Jasmia was a little insecure about her performance. She said she kept thinking she was revealing too much about herself and not promoting the lip-gloss enough.

When the press conference ended, Lisa told the women that Victoria White, editor of *Company Magazine*, was among the journalists in the audience. She judged how each of the women performed. Victoria told Amber, “Amber, you did pretty awful. It was just boring. There’s no way we could have gotten away and written a feature about you.”¹²⁰⁷ Amber was surprised by Victoria’s evaluation because she thought she had done well in the press conference. Victoria thought none of the women mentioned the lip gloss often enough. Jasmia said the product name the most so she won the challenge. Lianna was

¹²⁰⁴ “Episode #2.7.” *Britain’s Next Top Model*. Host Lisa Snowden. 4 Sept 2006. Television.

¹²⁰⁵ Ibid.

¹²⁰⁶ Ibid.

¹²⁰⁷ Ibid.

semi-angry that she did not win the challenge. She said, “I didn’t win and I’m really disappointed because I put everything into it and they’re just, like, Jasmia won. I was so annoyed...”¹²⁰⁸ Jasmia recognized that Lianna was unhappy about losing the challenge. She felt like Lianna was frowning at her and seemed angry.

Jasmia’s prize for winning the press conference challenge was getting to see the play “One Flew Over the Cuckoo’s Nest”, starring Christian Slater. She would also get to meet Christian Slater after the play. She could bring one friend with her and she chose Tamar. Tamar was thrilled. She said, “When they told us that was the prize, I was just, like, what?! I couldn’t believe it. I was, like, no. No way. He’s like an A-list celebrity. It was just like, I’m actually gonna meet him.”¹²⁰⁹ After the play, Tamar and Jasmia waited in the Green Room to meet Christian Slater. While they waited, they talked about the other women in the house. Tamar thought everyone looked miserable after Jasmia won the challenge. Jasmia said Lianna seemed to have the biggest problem with her winning. Jasmia thought Lianna was positive she would win the challenge, and when she lost, she became angry and distant with everyone. When they finally met Christian Slater, Jasmia told him the play was “wicked”. Tamar said, “He was nice; very short. He was like 5’5”. Still, gorgeous though. And, yeah, I wasn’t disappointed.”¹²¹⁰ They both asked Christian to autograph their arms. Tamar said, “It was just the best experience.”¹²¹¹

¹²⁰⁸ “Episode #2.7.” *Britain’s Next Top Model*. Host Lisa Snowden. 4 Sept 2006. Television.

¹²⁰⁹ Ibid.

¹²¹⁰ Ibid.

¹²¹¹ Ibid.

When they returned to the model house, Tamar sensed tension in the air. Lianna was clearly ignoring Jasmia. Lianna asked Tamar if she had a nice night. Jasmia was angry because she was the prizewinner and had met Christian Slater, too. Jasmia asked Tamar if she noticed how Lianna was ignoring her. Tamar said Lianna did not know how to act so she “just acts weird” when she is disappointed.

Another Lisa Mail arrived, “You may be models, but sometimes you have to get your hands dirty. Be ready to leave at 7:45.”¹²¹² They headed to their next photo shoot. Amber noticed Lianna’s jealousy. She said, “Jas and Tamar were, like, talking about how much of a great time they’d had. Lianna went from being happy and smiley to really grumpy; evil eyes looking out the window kind of thing and not saying anything, so I think she was really jealous.” Jonathan Phang met them at the shoot. He told them their photographer for the day was James Martin and the theme of the shoot was country-couture.

The women went to hair and make-up and found out what they would be wearing for the photo shoot. Abigail was jealous that everyone else was wearing big dresses and she had to wear trousers and thigh high waders (boots). She said, “How am I gonna make this look sexy? I just felt like a short, fat man.”¹²¹³ Tamar, Amber and Jasmia all said they would not want to model the clothes Abigail wore. Georgina thought Amber’s shoot was bland. Jonathan told Amber before the shoot that she needed to show more personality, especially in her face. Georgina said, “Amber’s pout drives me insane. It’s

¹²¹² “Episode #2.7.” *Britain’s Next Top Model*. Host Lisa Snowden. 4 Sept 2006. Television.

¹²¹³ Ibid.

just so put-on. It's false. She looks like one of those blow-up dolls. I hate it.”¹²¹⁴

Jonathan agreed with Georgina. He said, “Amber seems to have learned nothing. She does this pouty Marilyn Monroe thing and, frankly, it's really beginning to get me down.”¹²¹⁵ Jasmia had to pose with ponies during her shoot. Jonathan reminded Sarah that she looks angry in most of her photographs. He thought she often looked like there was a “bad smell under” her nose. He encouraged her to try to look “a bit more mysterious”. Georgina posed among a field of daffodils.

Amber and Jasmia were tired of how Lianna treated them and decided to ignore her. Lianna went over to Amber, Jasmia and Tamar to ask how their photo shoots went. They offered non-answers and stood up and walked away from her. Lianna was afraid of birds and she had to pose with them. Lianna said, “It was horrible. The photographer got really annoyed with me. He was just, like, ‘Have you composed yourself now?’ I just felt so silly. I felt like a little girl.”¹²¹⁶ Lianna and Jasmia discussed the tension between them. Lianna said she acted angry because she was disappointed that she did not win the challenge. Lianna could not understand why some of the women were ignoring her. Jasmia said, “You weren't really giving me eye contact and eye contact, to me, is a personal thing when you're communicating with someone and it's a respect thing.”¹²¹⁷ It seemed like Lianna wanted to upset the women when she asked them how many people would they keep in contact with after the competition ended. Amber said she would only

¹²¹⁴ “Episode #2.7.” *Britain's Next Top Model*. Host Lisa Snowden. 4 Sept 2006. Television.

¹²¹⁵ Ibid.

¹²¹⁶ Ibid.

¹²¹⁷ Ibid.

stay in contact with Jasmia and Tamar. Lianna and Georgina were in the confessional when Lianna said, “I was just outside and Amber just told me that she doesn’t like me and that she doesn’t like anyone in the house except for Tamar and Jasmia.”¹²¹⁸ Her recollection of the conversation with Amber was incorrect. Perhaps she was trying to find an ally in Georgina.

Another Lisa Mail arrived and it said, “Tomorrow you will meet with the judges for the seventh time and one of you will end your journey to becoming Britain’s Next Top Model.”¹²¹⁹ Amber hoped Lianna would be eliminated. Lianna wanted Jasmia to leave the competition. She said, “I would like to see Jasmia eliminated this week. I can’t see it in her to be a model. If I went before her, that would be like, does that mean I’m worse – a worse model than her? And I don’t want to be seen as that.”¹²²⁰ Tamar hoped she would not be eliminated because she was having a wonderful time and did not want the experience to end.

The women met with the judges. The guest judge was Victoria White, editor of *Company Magazine*. Lisa had some exciting news about the promos they shot for QVC. She said, “Two of you impressed the people down there so much, they’re actually going to air the TV commercial so millions of people will be seeing it.”¹²²¹ Sarah and Abigail were the women chosen for the QVC ads.

¹²¹⁸ “Episode #2.7.” *Britain’s Next Top Model*. Host Lisa Snowden. 4 Sept 2006. Television.

¹²¹⁹ Ibid.

¹²²⁰ Ibid.

¹²²¹ Ibid.

The judges gave Tamar feedback from Jason Clifford, who shot the promo for QVC. He said, “She had very nice poise and you have nice energy, but you could have pushed yourself that bit more.”¹²²² Jonathan thought Tamar acted like a “Vegas showgirl” in her promo. The judges did not like Tamar’s photograph. Victoria thought she looked “old” in her picture. The judges were concerned with Tamar’s muscular legs. Paula said, “You know you’ve got a big calf. You’re gonna have to learn what you’re putting towards the camera.”¹²²³ Paula liked Amber’s photograph. Lisa said, “I really love this picture of you. I love the expression; I think you’re dreamy.”¹²²⁴ Lisa thought Georgina looked “pissed off” in her photograph. Victoria agreed, but still saw potential in Georgina. The judges admired Lianna’s photograph. Paula thought it was an “absolutely stunning” shot. They told Lianna that she closed her eyes too much in photo shoots. Victoria said, “You know, if you win this, you’re going to be on the cover. How am I going to get a cover shot if you can’t open your eyes?”¹²²⁵ Paula questioned Lianna’s desire to be a model. She said, “I’m wondering just how much you actually want to be here.”¹²²⁶ The judges liked Jasmia’s photograph. Jonathan said, “She gets model of the week for me.”¹²²⁷

The women left the room as the judges deliberated. Lisa thought Amber finally pulled out a great shot. Paula said Amber was beautiful and had a nice figure, but it

¹²²² “Episode #2.7.” *Britain’s Next Top Model*. Host Lisa Snowden. 4 Sept 2006.

Television.

¹²²³ Ibid.

¹²²⁴ Ibid.

¹²²⁵ Ibid.

¹²²⁶ Ibid.

¹²²⁷ Ibid.

would not matter because she lacked personality. Paula continued to think Amber was bland and boring. She did not have kind words about Georgina. Paula said, “I just feel she’s flat-faced and has bags under her eyes.”¹²²⁸ Victoria thought Georgina was beautiful. Jonathan said he really liked Georgina, but maybe he wanted her to be better than she actually was. When analyzing Lianna’s photograph, Paula said her face put her in a league of her own, but she did not know how to work her body for more interesting poses. Victoria thought Lianna looked “quite old” in her picture. When they evaluated Abigail, Victoria said, “She’s so lovely, it’s difficult not to like her.”¹²²⁹ She later added that she did not think Abigail looked like a fashion model. Tamar was the last woman they analyzed. Lisa said, “She has an amazing face.”¹²³⁰ Jonathan agreed, but pointed out Tamar’s “rugby player’s legs”.

The women returned to the room. Lisa called Jasmia’s name and said, “I’m so proud of you; great picture.”¹²³¹ She called Amber’s name and told her that she needed to have more than one useable photograph per photo shoot. A photographer takes dozens of pictures and “good” models end up with multiple useable shots. Tamar and Georgina were in the bottom two. Lisa said, “I have two gorgeous girls standing in front of me. One of you has great facial expressions and the other one has great strength with her body positions. The judges were really split with this decision today...”¹²³² Tamar and Georgina were both eliminated. They seemed shocked by the double elimination.

¹²²⁸ “Episode #2.7.” *Britain’s Next Top Model*. Host Lisa Snowden. 4 Sept 2006.

Television.

¹²²⁹ Ibid.

¹²³⁰ Ibid.

¹²³¹ Ibid.

¹²³² Ibid.

Georgina said it would be hard to say “goodbye” to this experience. Tamar said she thought she had had a good chance of winning *BNTM*. Both women said they were going to keep trying to become professional models. Georgina said, “It’s not like it’s the end of a dream.”¹²³³ Tamar said, “I’ll go on and I’ll just go on and keep trying.” Judges on *ANTM*, *AusNTM* and *BNTM* seem to execute a double elimination if they feel the all models, not just the women who are sent home, are not taking the competition seriously enough or learning from their critiques. They seem to believe that double eliminations will frighten the remaining contestants into working harder. Their assumption is often correct – double eliminations do usually invigorate, through fear, the remaining women.

Cycle 2, Episode 8

For this episode, the following archetypes were examined: The Bitch and the Insecure Girl. The focus of this episode will be on two women: Lianna as the IG and Jasmia as TB. While they each exhibited characteristics of both archetypes, the women will be interpreted as having traits of just the one archetype “assigned” to them in the previous sentence.

At the beginning of this episode, the women expressed how they felt about the double elimination. Sarah said they were all shocked when two women were sent home. Amber said she was devastated when Tamar left because they had been close friends. Jasmia thought it was horrible and felt “really, really upset”. Abigail said, “I can’t

¹²³³ “Episode #2.7.” *Britain’s Next Top Model*. Host Lisa Snowden. 4 Sept 2006. Television.

believe that Georgie went when there's people like Jas still here."¹²³⁴ Lianna wished two other women had been sent home instead of Georgina and Tamar. She said, "I would have gotten rid of Jas and Amber because I don't see... I mean, Amber's a pretty girl, but that's just it; she's a face. The rest of her is just nothing."¹²³⁵ Sarah observed the new dynamic in the house. She said,

The group situation has gotten very interesting lately because there's sort of, like, a big divide. There's Amber and Jas who are as thick as thieves. Then there's me and Abi who get along kind of well. Abi kind of gets along with Lianna. Me and Lianna kind of get along. It's, like, a bit sort of mix.¹²³⁶

Jasmia was unhappy because now it was "three of them and there's two of us". She was not interested in becoming friends with the other group because "they're so boring".

The women received a Lisa Mail, "Girls, get ready for a starlight adventure. Get your bags packed and be ready to leave at 10:30."¹²³⁷ They thought Lisa's message meant they would be travelling to someplace exotic and fun. Instead of having a mini vacation as they had hoped, they met Saffron Aldridge. She was a top style expert and was going to look through their luggage to find any "fashion travesties". She also had a challenge for the women. They had to create two new outfits from their wardrobe that would be appropriate for a day event and an evening event. Abigail could not believe one of the dresses Jasmia selected for the challenge. It was a black lace dress with cutouts that revealed red fabric underneath. It was also cut to reveal a bare midriff. Jasmia thought the dress was great and that Saffron would like it. She said, "I thought to

¹²³⁴ "Episode #2.8." *Britain's Next Top Model*. Host Lisa Snowden. 11 Sept 2006. Television.

¹²³⁵ Ibid.

¹²³⁶ Ibid.

¹²³⁷ Ibid.

myself, well, I'm gonna put on a short little number because it's a nice dress. Yet again, she didn't agree with this."¹²³⁸ She thought Saffron was "rude" about her dress.

Lisa showed up to visit the women. She would have one-on-one conversations with each of them. She also brought champagne for them. Once again, the host of *BNTM* provided alcohol for the contestants. Women on *ANTM* would occasionally have champagne on one night/one episode the entire cycle, usually when they were abroad and could legally drink before age 21. Jasmia decided that she would tell Lisa how she felt about Abigail. Lisa asked her, "Who's the hardest person to communicate with?"¹²³⁹ Jasmia said Abigail because "she just thinks of herself quite a lot all the time and I can't stand people like that – shallow and braggin' all the time."¹²⁴⁰ Lisa asked Jasmia who she thought would win *BNTM*. Jasmia thought she would win. Lisa asked Abigail if modeling was something she really wanted. Abigail said, "Definitely. I've always loved fashion."¹²⁴¹ Lisa told her that she needed to convince all of the judges how "badly" she wanted to win. She asked her who should be sent home at the next elimination. Abigail said, "Jas. If I saw her walking down the street, I wouldn't think model in the slightest."¹²⁴²

Lisa asked Lianna why she wanted to be in the competition. Lianna said, "I see myself as a model. But, if that doesn't work, anything can happen. Then there's nothing for me to fall back on if I didn't have high qualifications. If I didn't, then I would be

¹²³⁸ "Episode #2.8." *Britain's Next Top Model*. Host Lisa Snowden. 11 Sept 2006. Television.

¹²³⁹ Ibid.

¹²⁴⁰ Ibid.

¹²⁴¹ Ibid.

¹²⁴² Ibid.

stuck in a dead-end job.”¹²⁴³ Some of her roommates told Lisa that Lianna would model for a few years and then planned to join the police force. Abigail thought planting seeds of doubt about Sarah and Lianna in Lisa’s mind was “very unfair” and sneaky.

The women received a Lisa Mail, “Now it’s time to step up a gear. Do you have the drive to be Britain’s Next Top Model? Be ready for 7:00a.m.”¹²⁴⁴ The next morning, they headed for their next photo shoot. The shoot would involve paint and a Ford Fiesta. The women each had different colored paint and they were instructed to splash the car with the paint. Their photographer was Lee Jenkins. Fiona Pargeter, a PR representative for Ford, oversaw the photo shoot. She was pleased with Jasmia’s performance. She said, “She thought about the brief. She moved around the car; she really worked it. She opened the door and I loved all this hugging the car. She was loving the car and I think that’s what we want to see more of.”¹²⁴⁵ At first Fiona was not sure about Abigail because she thought she might be “too cutesy”. She ended up liking Abigail a lot because she looked like she was having fun.

Lianna was torn when it was her turn on set. She said that Jonathan had told her not to open her mouth too much in photos and now this photographer wanted her to constantly smile. She was not sure what she should do. Fiona liked Lianna’s look. She said, “Her look was very natural and I like that; almost a sort of girl-next-door and actually, that is much more what I’m looking for.”¹²⁴⁶ After the individual shoots, the

¹²⁴³ “Episode #2.8.” *Britain’s Next Top Model*. Host Lisa Snowden. 11 Sept 2006. Television.

¹²⁴⁴ Ibid.

¹²⁴⁵ Ibid.

¹²⁴⁶ Ibid.

five women were photographed together around the car. Sarah said the group shoot was fun. The women threw paint at each other for the camera. Jasmia saw an opportunity to annoy Abigail. She said, “I was so happy. I was thinking this is the time I can actually get some of these girls. So, I was just swingin’ my paintbrush and it did go in Abi’s direction. It actually was quite great.”¹²⁴⁷ Jasmia said it was “revenge time” against Abigail.

After the shoot, the women went to dinner at the Pelham Hotel. Jonathan Phang greeted them and said a mystery guest would soon arrive. Jerry Hall was the mystery guest. Abigail said she was “totally star struck”. Lianna said, “I couldn’t believe it. Like, just the presence of her.”¹²⁴⁸ The women seemed thrilled to meet her. Jonathan asked Jerry why she had been able to keep up her appeal for so long. Jerry said, “My advice is: never sleep with a photographer. It’s really not a good idea.”¹²⁴⁹ Lianna sought more advice. She asked Jerry about her views on plastic/cosmetic surgery. Jerry thought surgery was not a good idea because people should not try to make themselves into something they’re not. Lianna said, “Well, then there’s Jonathan and all he said about my teeth.”¹²⁵⁰ Jerry thought Lianna’s teeth were “fantastic” and did not think she should get them “fixed”. Jerry said, “Beauty is inside; it’s in your soul.”¹²⁵¹

After dinner, the women received Lisa Mail, “Get ready for your go-see with top London designer, Elspeth Gibson. She has a client list including Cate Blanchett, Uma

¹²⁴⁷ “Episode #2.8.” *Britain’s Next Top Model*. Host Lisa Snowden. 11 Sept 2006.

Television.

¹²⁴⁸ Ibid.

¹²⁴⁹ Ibid.

¹²⁵⁰ Ibid.

¹²⁵¹ Ibid.

Thurman and Liz Hurley. Good luck, girls. Don't let me down."¹²⁵² The women were sent on go-sees. Abigail was excited to be the first of the women to meet Elspeth. Amber liked Elspeth and thought the feeling was mutual. When Lianna met with Elspeth, she kept pointing out pictures in her portfolio she did not like. Jasmia felt out of place. She said, "It was different because I don't think that I was being totally myself when I was there because I thought she was more formal and if I came with any of my words, she'd be, like, 'what the hell are you talking about?'"¹²⁵³ Sarah said Elspeth liked her portfolio and they got along "quite well". Elspeth offered her opinions about the women later. Elspeth thought Jasmia would suit her designs. She loved "the air she had about her". Elspeth had kind words about Lianna. She said,

I really liked Lianna. She walked really well, had confidence, quite natural. But then looking through her portfolio, I was really impressed, but then she sort of pointed out negative things. She should have just left that really for my judgment if I hadn't sort of picked up on that.¹²⁵⁴

To win the challenge, someone had to have the potential to model in one of Elspeth's runway shows. She said, "The reward of that girl is to take somebody with her to the British premiere of *Confetti* tonight with Lisa and to go head-to-toe in Elspeth Gibson (clothing)."¹²⁵⁵ Lianna won the challenge and picked Sarah to share her prize.

When they returned to their house, Lisa gave Lianna and Sarah diamond necklaces to wear on the red carpet. Sarah enjoyed the energy of the red carpet because people were taking their photographs and asking Lisa for autographs. Back at the house,

¹²⁵² "Episode #2.8." *Britain's Next Top Model*. Host Lisa Snowden. 11 Sept 2006. Television.

¹²⁵³ Ibid.

¹²⁵⁴ Ibid.

¹²⁵⁵ Ibid.

Abigail told the other women she was surprised Lianna chose Sarah to share her prize. She thought Lianna did not choose her because she did not want Abigail to “steal the limelight”. Jasmia and Amber were not happy to have Abigail at home with them. They acted cold toward Abigail and she asked if they wanted her to just go sit by herself. Jasmia later said, “We get left with Abi tonight. How wonderful because she is my greatest friend.”¹²⁵⁶ Abigail thought Amber could not think for herself and was turning into a “girl from the hood” like Jasmia. She hated how Jasmia often talked in slang. Clearly, Jasmia and Abigail did not like each other.

The next day, the women went to the elimination panel. The guest judges were Saffron Aldridge and Elspeth Gibson. They found out that the women who survived that night’s elimination were going to Morocco. Lianna was evaluated first. Lisa asked Elspeth what impressed her about Lianna. Elspeth said, “I liked her versatility and I tried on quite a few outfits on her and one even, like, short outfit on her and it didn’t quite fit her, but she managed to carry it off.”¹²⁵⁷ She also liked Lianna’s photograph. Jonathan did not like Lianna’s picture at all. When Jasmia was about to be evaluated, Saffron said, “I’m so glad that you didn’t turn up in the red and black dress.”¹²⁵⁸ Paula thought Jasmia’s photograph was “fantastic”. Jonathan disagreed and did not think she looked young or vibrant. Elspeth liked it and said, “I think it’s one of the nicest ones – that whole story.”¹²⁵⁹

¹²⁵⁶ “Episode #2.8.” *Britain’s Next Top Model*. Host Lisa Snowden. 11 Sept 2006. Television.

¹²⁵⁷ Ibid.

¹²⁵⁸ Ibid.

¹²⁵⁹ Ibid.

The women left the room while the judges deliberated. The judges learned that the client, Ford, loved Jasmia's photograph. Jonathan thought her picture was "shocking" in a bad way. Jonathan did not like Lianna's photo. He said, "It's a bloke in a frock in that one – in that picture."¹²⁶⁰ Lisa said some of the other women told her that Lianna was focused on becoming a policewoman and that modeling was temporary fun for her. The judges made their decision.

The women returned. Lisa called Amber's name and said, "You've revealed a lot more of your personality this week. Now, you have to work on your body. You've got to loosen up, girlfriend."¹²⁶¹ Abigail and Jasmia were called next. Sarah and Lianna were in the bottom two. Lisa said,

You've both produced mediocre shots this week, but what concerns me more is your commitment to winning Britain's Next Top Model. This means too much to me to throw it away on someone who's just not hungry for it. Which one of you has convinced me that you've earned your place on that plane to Morocco?¹²⁶²

Sarah was eliminated. She thought she was not being herself in the environment of the competition. She left a letter that said, "I'm definitely gonna continue working. You're going to see me everywhere – on the big screen or wherever. I hope you all have a wicked time in Morocco. I'm so jealous. Think of me when you're relaxing in the sun."¹²⁶³ Considering how frequently the judges had expressed unhappiness with Sarah's photographs throughout the competition, it was a little odd that they did not eliminate her

¹²⁶⁰ "Episode #2.8." *Britain's Next Top Model*. Host Lisa Snowden. 11 Sept 2006. Television.

¹²⁶¹ Ibid.

¹²⁶² Ibid.

¹²⁶³ Ibid.

sooner. But, she apparently had model potential and the judges wanted to give her multiple chances to prove she could impress them.

Cycle 2, Episode 9

For this episode, the following archetypes were examined: The Bitch and the Boring Blonde Mannequin. There were only four women left in the competition and two of the final women were considered “The Bitch”, Jasmia and Lianna. Again, were they being kept on the show for ratings purposes or were they genuinely considered the best potential models? Amber embodied the BBM during this episode.

At the beginning of this episode, Abigail was sad that Sarah was eliminated, but was happy to be going to Morocco. The women packed for their trip and flew to Morocco. When they arrived at the villa where they would stay, they were greeted by a man, Majid. Jasmia was impressed by the villa. She said, “When we arrived at the villa, I was thinking, oh, my days! I’ve never stayed in a place like this.”¹²⁶⁴ The women each had private bedrooms and bathrooms. Jasmia was pleased because she would not have to deal with Abigail knocking on the door, needing to use the bathroom.

The four women put on their swimsuits and were lying by the pool when Lisa showed up at the villa. She told them they were going to “Morocco’s own hangout for the beautiful”.¹²⁶⁵ They went to Nikki Beach where four local men joined them. Amber was pleased with the man with whom she was paired. She said, “Out of the four

¹²⁶⁴ “Episode #2.9.” *Britain’s Next Top Model*. Host Lisa Snowden. 18 Sept 2006. Television.

¹²⁶⁵ Ibid.

gorgeous guys, I got Osam, which was actually my pick out of the men.”¹²⁶⁶ Jasmia said she could tell Amber liked who she was paired with because Amber was into “dark meat”. Apparently, Amber preferred men with dark complexions.

Later, Amber said, “Jas and I decided we wanted to eat on our own ‘cause neither of us wanted to be around Abi.”¹²⁶⁷ Jasmia told Lianna and Abigail, “Me and Amber, we’re gonna eat on the balcony tonight and then we should all have drinks down in that little dome part afterwards.”¹²⁶⁸ Lianna and Abigail were a little offended that they were told to go eat by themselves. And Lianna was not necessarily pleased to spend time with Abigail. She said, “Jas and Amber are really close and it’s obvious, but me and Abi, we haven’t really got on at all, but we’re being put in this situation and it’s kinda like, we’ve got to hang out together.”¹²⁶⁹ Abigail felt embarrassed about her continued attempts to communicate with Jasmia. She said, “It’s been a bit weird, like in the house, like, the divide between Amber and Jas and me and Lianna. It’s just like them two don’t want to know us at all and I feel like such an idiot trying all the time. I’m just getting nowhere and I’m embarrassed of me-self.”¹²⁷⁰

The women received a Lisa Mail, “Souk and you shall find. Be ready to leave in twenty minutes.”¹²⁷¹ They arrived at an open market square and could see Lisa on the balcony of a café, waiting for them. She had a challenge for them. They would be

¹²⁶⁶ “Episode #2.9.” *Britain’s Next Top Model*. Host Lisa Snowden. 18 Sept 2006. Television.

¹²⁶⁷ Ibid.

¹²⁶⁸ Ibid.

¹²⁶⁹ Ibid.

¹²⁷⁰ Ibid.

¹²⁷¹ Ibid.

divided into two teams and had to find a “lovely, chic Moroccan outfit” for Lisa. Abigail and Lianna decided to find the entire outfit together while Jasmia looked for a dress and Amber found shoes and accessories. Neither team enjoyed the search for an outfit for Lisa. Lianna and Abigail had very different tastes and Jasmia was upset when Amber started to pick out a dress (Jasmia’s job). When they finished shopping, they gave the outfits to Lisa for her to try on. She tried on Jasmia and Amber’s outfit first. Lianna thought it looked “too young”, like the clothes were found in the teen section of some store. She said, “Lisa did say she liked the top, but it was a bit tacky with the shells hanging off it and it was a horrendous outfit.”¹²⁷² Next, Lisa tried on Abigail and Lianna’s outfit. Jasmia said, “Then their outfit came out and I’m not even gonna hate here, it was better. It did look Moroccan, but the shoes were whack.”¹²⁷³ The winners of the challenge would receive a spa treatment while the other two women would cook a meal for the women. Lianna and Abigail won the challenge.

Abigail enjoyed the foot spa and massage. Lianna was so relaxed during her massage, she fell asleep for about twenty minutes. As Jasmia and Amber prepared food for Lianna and Amber, they decided to keep the tastier food for their own meal and “left all the nasty” food for the other women. Lianna said, “Me and Abi decided when they came up, we were gonna like, click out fingers up at them and just make them feel like slaves and stuff and they came upstairs and I kinda made one slavey comment.”¹²⁷⁴ It was actually Abigail who made the “slavey comment”. She regretted it. She said, “The

¹²⁷² “Episode #2.9.” *Britain’s Next Top Model*. Host Lisa Snowden. 18 Sept 2006. Television.

¹²⁷³ Ibid.

¹²⁷⁴ Ibid.

thing is, I'm not a nasty person and I can't be a bitch."¹²⁷⁵ Lianna reassured her that it was only a joke. The pairs of women ate separately again and joined together later to sit in the garden. Jasmia said, "About today, yeah, well done about winning the task and everything, but being honest, I didn't like the way you spoke to me 'cause I ain't no one's servant."¹²⁷⁶ Abigail said it wasn't said in a spiteful way, but a "jokey" one. Jasmia said it did not come across that way. Jasmia told Abigail, "Personally, I know who I'm gonna talk to once I come out and one of them is not you."¹²⁷⁷ Amber agreed with Jasmia and told Abigail, "We're in a bigger house and we've got a lot of space, but the only person in the house that's annoying me to be honest, is you at the moment."¹²⁷⁸ Abigail thought they could try to make the most of out while they were in Morocco and "have a laugh". Jasmia responded, "I'm not saying don't say anything to me, like, let's be real about this. But there's no point in us eating and there's no point in us doing certain things together because – why?"¹²⁷⁹ Abigail was hurt and went to her bedroom. Amber said, "Lianna was very much sitting on the fence on this matter so I think Abi felt quite isolated."¹²⁸⁰ Lianna went to see how Abigail was doing, although she did not really care about her. Lianna told her, "I'm not gonna protect you. I'm not gonna play that game anymore 'cause you're feeling exactly the same thing I've been feeling for the past, you know,

¹²⁷⁵ "Episode #2.9." *Britain's Next Top Model*. Host Lisa Snowden. 18 Sept 2006.

Television.

¹²⁷⁶ Ibid.

¹²⁷⁷ Ibid.

¹²⁷⁸ Ibid.

¹²⁷⁹ Ibid.

¹²⁸⁰ Ibid.

however long since the first day we stepped in the house.”¹²⁸¹ Lianna went back downstairs and told Jasmia the same thing and then they jumped in the pool. Abigail said, “I’m sitting in me room and then they were all laughing and joking and playing in the pool together, so I just felt sick. I felt on me own. I was like, this is just gonna be horrible for me now.”

The women received another Lisa Mail, “Girls, can the competition get any hotter? Will there be a sandstorm in a teacup? Be ready to go at 8.”¹²⁸² The women were driven to the middle of a desert for their next photo shoot. Nicky Johnston was their photographer again. He said, “You know how cold it was at the snow shoot. It’s 110 degrees here. If you thought I was in a bad mood then, you have no idea.”¹²⁸³ He was in a worse mood because it was so hot. Jasmia had her picture taken first. Lianna said, “Jas doesn’t come across to me as a model. But, then today, dressed up as a Moroccan, she looked beautiful. And I just looked at her and thought, God, I can actually imagine you being there at the top.”¹²⁸⁴ Amber sat on a camel for her photo shoot. Eventually, they took her off the camel because Nicky said the camel and Amber were not working together as a photograph. Nicky talked to his assistant about Amber. He said, “She just looks bored as shit in her photos. And then, there’s no expression and then, occasionally... and at the end, her face comes alive. She’s a really sweet girl.”¹²⁸⁵

¹²⁸¹ “Episode #2.9.” *Britain’s Next Top Model*. Host Lisa Snowden. 18 Sept 2006.

Television.

¹²⁸² Ibid.

¹²⁸³ Ibid.

¹²⁸⁴ Ibid.

¹²⁸⁵ Ibid.

After the shoot, they received another Lisa Mail, “Tomorrow, you will meet the judges for the ninth time and one of you will end your journey towards becoming Britain’s Next Top Model.”¹²⁸⁶ Amber was certain she would not be eliminated because she believed she had a good photograph. Lianna did not want to be in the bottom two again. Jasmia said, “I know who I want to go; I want Abi to go. I stand by – I state it every elimination, just hoping that one time my prayers are going to be taken into account and she will be gone.”¹²⁸⁷ Abigail was nervous about the upcoming elimination because she did not want to leave the competition.

The women met with the judges and were told Nicky Johnston was their guest judge. It was time for individual evaluations. Abigail was up first. Lisa asked Nicky how Abigail moved for him because it was important for her to know how well the women moved on set. Nicky said, “I think what surprised me about you (Abigail)... The first photo shoot we did, it was like this, it was like this, very lad’s mag and this, I thought your were incredible.”¹²⁸⁸ Jonathan thought she had a slightly miserable expression on her face. Paula said, “I don’t mind. You get away on just the edge of moodiness.”¹²⁸⁹ Amber was next. Nicky said he had to retouch her photographs because she frowned the entire shoot. Jonathan thought she looked “quite angry” in her photograph. Paula told Amber, “I’m quite disappointed because the last conversation I

¹²⁸⁶ “Episode #2.9.” *Britain’s Next Top Model*. Host Lisa Snowden. 18 Sept 2006. Television.

¹²⁸⁷ *Ibid.*

¹²⁸⁸ *Ibid.*

¹²⁸⁹ *Ibid.*

had with you was that you really are needing to work on your movement and showing expression, so for me, I'm a bit disappointed."¹²⁹⁰

When it was Lianna's turn, Lisa said her photograph really did not look like her. Paula liked it except for her face. Jonathan said it was not one of her best pictures. Paula said she expected more from Lianna. Lianna said she really did not want to go home. Paula said, "Part of being successful is absolutely facing failure as well as success, especially as a model. And how you deal with failure is as important as how you deal with success."¹²⁹¹ Jonathan liked Jasmia's photograph and Nicky thought she looked beautiful. Lisa pointed out that unlike the other three women, Jasmia's photo shoot was indoors and she did not have to deal with the elements. Jonathan said,

Your look suits that environment; it suits the outfit, which worries me because I wonder if that highlights your possible limitations in the industry. Because it's one of your strongest shots, I think your look suits that more perfectly than some of your other pictures.¹²⁹²

The women left the room while the judges deliberated. They started discussing Jasmia. Paula loved Jasmia's picture. Jonathan had concerns, "I am worried about her as a model to see if she is versatile enough and there are other certain concerns. She's got a really high forehead... It works as a picture, I just don't know if it's enough."¹²⁹³ When they discussed Amber, Lisa said she was frustrated with her because she had a great face and great height. Nicky said, "She's in a different world. She can't move and she's

¹²⁹⁰ "Episode #2.9." *Britain's Next Top Model*. Host Lisa Snowden. 18 Sept 2006. Television.

¹²⁹¹ Ibid.

¹²⁹² Ibid.

¹²⁹³ Ibid.

totally flat to shoot.”¹²⁹⁴ Paula thought Lianna’s photograph was a disaster, but Lianna was great. Lisa said, “I don’t know. This picture, I just... I just expected so much more from her, I really did.”¹²⁹⁵ The judges made a decision.

The women returned to the room. Lisa called Jasmia’s name first and said, “You’ve produced your best picture by far and we’re really happy with the progress you’ve made. You’re in the final three; congratulations!”¹²⁹⁶ She told Abigail that she took a great picture under extreme circumstances and had acted “very professional”.

Lianna and Amber were in the bottom two. Lisa said,

You’re both exceptionally beautiful girls. But, being beautiful just isn’t enough. You need to have that extra special connection with the camera and neither one of you delivered this week. We’re very disappointed. But, which one of you do the judges feel deserves to be in the final three?¹²⁹⁷

Amber was eliminated. Amber said she was devastated, but was not going to give up.

She was determined that modeling would still be her career. She said, “My message for Jas is to do your best, keep strong. You can do it; I know you can win this. I’m really really proud of you for today and go for it, girl. I’m gonna miss you.”¹²⁹⁸ Amber’s personality and attitude while on set did not impress the judges. They thought she was boring and took bland photographs. The winner of *BNTM* needed to have a bright, vibrant personality as far as they were concerned and Amber just did not have that.

¹²⁹⁴ “Episode #2.9.” *Britain’s Next Top Model*. Host Lisa Snowden. 18 Sept 2006. Television.

¹²⁹⁵ Ibid.

¹²⁹⁶ Ibid.

¹²⁹⁷ Ibid.

¹²⁹⁸ Ibid.

Cycle 2, Episode 10

For this episode, the following archetypes were examined: The Bitch and the Insecure Girl. It is interesting that two of the final three women, Jasmia and Lianna, each embody both of these archetypes. Because there were only three women left for the final episode, Abigail will be again analyzed as embodying the Sexy Woman archetype.

At the beginning of this episode, Jasmia talked about how sad she was to see Amber eliminated. Lianna was surprised, “I was shocked. I think all the girls were. Everyone thought Amber was gonna win.”¹²⁹⁹ Abigail was relieved that her “main competition” was gone. Without Amber, Jasmia felt uneasy. She said, “Now I feel a bit weird because I have to be with the others. Like, I’m cool with Lianna. I mean, like me and Lianna are fine. Abi’s been talkin’ but I still don’t vibe with her too much. I don’t like her, let’s be honest.”¹³⁰⁰ Abigail called her friend long distance to complain about Jasmia. She still did not like how Jasmia spoke in mostly slang.

The next day, the women met a belly dancer/instructor, Noor. She taught them how to belly dance. Lianna was insecure about her dancing abilities. She said, “I was, like, great – dancing. Again, not my strong point. I just was like, just forget it, forget all the embarrassment and go for it.”¹³⁰¹ Abigail enjoyed the dance lessons. Jasmia was unhappy about having to learn belly dancing. She said, “It’s not bad enough that we’ve already danced a couple of times, but now it’s this sort of dancing.”¹³⁰² Their instructor

¹²⁹⁹ “Episode #2.10.” *Britain’s Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

¹³⁰⁰ Ibid.

¹³⁰¹ Ibid.

¹³⁰² Ibid.

told them they were going to belly dance in a show in front of a substantial audience. Jasmia was afraid she would make a fool of herself. Abigail thought it was funny that the stylist gave her a padded bra despite her having an ample chest. The women were surprised that Paula, Jonathan and Lisa were in the audience. They belly danced in front of the judges. When they finished dancing, they found out they had just competed in a challenge. Abigail was not surprised when she won the challenge. She said, “To be honest, I knew I was going to win ‘cause I felt like I was enjoying it the most. And when we got home, it was me prize waiting for me on the bed. I got a new computer phone and it was just covered in Swarovski pink crystals.”¹³⁰³ It should be noted that the main reason Abigail was excited with her prize was because Paris Hilton, American celebrity/socialite, had the same cellphone.

The next day, the women went to a clothing designer’s shop. Lisa greeted them and introduced them to a famous Moroccan designer, Kenza Melehi. The models had to walk for Kenza to determine who would wear her clothes in the final fashion show. Lianna was unhappy with how she walked for Kenza. She said, “She wanted us to see if we could sell her clothes and I just didn’t do that. I think she was very disappointed in me.”¹³⁰⁴ Kenza told Jasmia that her walk was “very severe”. Jasmia thought she “fell into her old traps”, meaning she was not incorporating the changes in her walk that she had learned. Abigail was proud of her walk. She said, “I feel that one of my strongest points is my catwalk ‘cause I’ve always felt comfortable doing it and I think that’s the

¹³⁰³ “Episode #2.10.” *Britain’s Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

¹³⁰⁴ Ibid.

part where you get to show off and show off the clothes and I love doing it.”¹³⁰⁵ Kenza appreciated how she could tell Abigail enjoyed wearing her clothes.

The women prepared for their next photo shoot. Their photographer was Jim Marks. Abigail was nervous about the shoot because she realized it could be her last photo shoot in the competition. Lianna had difficulty with her posing. She did not know what to do for her photographs because she “had no props, nothing to lean against”. She said, “I just didn’t feel anything when I was doing it. I just felt numb. It was just horrible because I’m afraid that’s gonna come across in the pictures and I’m gonna look dead.”¹³⁰⁶ She started crying during her photo shoot. Jasmia thought Lianna looked very unprofessional when she cried in front of the photographer. Jasmia insinuated that Lianna’s tears were not real and were, perhaps, an attempt to gain sympathy. When the photo shoot was over, the women went home and received another Lisa Mail, “Tomorrow you will meet with the judges for the tenth time and one of you will end your journey towards becoming Britain’s Next Top Model.”¹³⁰⁷ Lianna thought she would be eliminated. Jasmia again wished for Abigail’s elimination. She said, “As I’ve always stated, like, I don’t care if Abi goes, that would be the best thing just ‘cause she annoys me.”¹³⁰⁸ Abigail was uncertain about elimination because she believed the judges loved Jasmia and thought Lianna had the most “model potential”. She hoped she had a good enough photograph to stay in the competition.

¹³⁰⁵ “Episode #2.10.” *Britain’s Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

¹³⁰⁶ Ibid.

¹³⁰⁷ Ibid.

¹³⁰⁸ Ibid.

The women went to the elimination panel. Jim Marks was the guest judge. Individual evaluation began with Lianna. Paula thought Lianna's photograph was the best one of the entire season. Jonathan said Lianna looked like a real model in her picture. Lisa liked Jasmia's photograph and thought her face looked striking. Paula thought Jasmia's picture was her best that she had taken so far. Jonathan said Abigail's belly dancing ability helped her pose in her photograph. Jim told her, "You're very enthusiastic, sometimes, you have almost too much enthusiasm."¹³⁰⁹

The women left the room while the judges deliberated. Jonathan was not sure about Abigail's drive at the beginning of the competition, but thought she had really progressed and "come into her own". He said he had liked all of Jasmia's photographs. Paula thought Jasmia lacked universal appeal. She said, "She has a look that I think will stand in the way of her being able to do everything."¹³¹⁰ Jonathan thought Jasmia's "very fierce personality" would help her conquer some fashion markets. The judges discussed how passionate Lianna was and how the stress might have overwhelmed her. They worried that her frequent crying was a sign that she could not handle the competition. Jonathan thought she had a great picture, but hoped she was not too fragile for the industry. The women returned to the room. Lianna was the first finalist. Abigail's name was called and Jasmia was eliminated. While she packed her belongings, Jasmia said, "I feel quite gutted just because I wanted to stay 'til the end. That's why I got myself into the competition. It meant a lot to me in my heart of hearts to do this. I used to watch the

¹³⁰⁹ "Episode #2.10." *Britain's Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

¹³¹⁰ Ibid.

show and think I wanted to do it. But, yeah, I'm gutted. Plain and simple, I'm gutted."¹³¹¹

When Abigail and Lianna returned to the villa, they looked for a "goodbye" note from Jasmia. Abigail said, "She never left us one and, to be honest, I wouldn't leave her a note, so boo-hoo."¹³¹² Lianna said it was "ironic" that she and Abigail were the finalists. They had had multiple arguments during the competition. Lianna was relieved they were not friends. She said, "...I'm glad she's not a friend of mine because it'd be a lot harder... I don't get along with her 'cause I know that we're not gonna be friends in the outside world. I think I can just go go go and not care about any of her emotions or anything else about her."¹³¹³ Abigail and Lianna could only have one glass of champagne that night because they had a fashion show the next day. Abigail thought she would be a much better catwalker than Lianna. They both hoped the other would trip during the fashion show. And they both wanted to win. Abigail said, "I've surprised myself so much, even getting' this far, so I could surprise myself even more by a win and if it's going by the walk, hopefully, I will."¹³¹⁴ Lianna felt the competition had changed her. It certainly changed her career goals. She said, "From changing from wanting to join the police force to now, I just want to be the top model. It's just, in those weeks, it's just amazing. The experiences and everything, it's just changed me as a person."¹³¹⁵

¹³¹¹ "Episode #2.10." *Britain's Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

¹³¹² Ibid.

¹³¹³ Ibid.

¹³¹⁴ Ibid.

¹³¹⁵ Ibid.

Before the fashion show began the next day, Abigail admitted she was nervous. Lianna initially “dreaded the whole day”, but grew confident as they prepared for their final challenge. Abigail was the first one on the catwalk. Lisa said she looked beautiful. Paula thought Abigail’s walk was “poetry in motion, darling”. She thought Lianna and Abigail were the stars of the fashion show because they outshone the other models. She said, “I’m so proud of them. I feel like Miss Jean Brody.”¹³¹⁶ Abigail enjoyed the experience and said catwalk was the best part of modeling.

The next morning, the women received the final Lisa Mail, “Hi girls. It’s time to pack your things and leave the villa as today you’ll meet the judges for the final time and we will tell you who is Britain’s Next Top Model.”¹³¹⁷ Lianna started to feel nervous. Abigail was anxious, too. She said, “I’m so nervous. I feel absolutely sick in my stomach and I really really want to win this.”¹³¹⁸

They went to the final elimination panel. Abigail was up first for her final individual evaluation. While watching footage of Abigail in the fashion show, Jonathan said, “You know, you look great. You’re very focused. You’re very in control.”¹³¹⁹ All the judges admired how Abigail slipped slightly on the runway, but got right back into her pose and did not change her facial expression. Lisa said Abigail moved very well. Paula agreed and said, “Very well, indeed. You’ve come a heck of a long way from that

¹³¹⁶ “Episode #2.10.” *Britain’s Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

¹³¹⁷ *Ibid.*

¹³¹⁸ *Ibid.*

¹³¹⁹ *Ibid.*

sex kitten.”¹³²⁰ Lisa asked Abigail to convince her why she should be Britain’s Next Top Model. Abigail said, “I’m just... I’m in love with it and I just... and... I can’t, I’ve had a taste now and it won’t be enough.”¹³²¹ Jonathan asked how the competition had changed her. She answered, “It’s totally changed me. It’s also made me dead certain about what I want to do instead of it just being like a dream.”¹³²²

They evaluated Lianna’s performance in the fashion show. Lianna had a small fall, but held it together. Jonathan said she needed more confidence and that she had jinxed herself by having a negative attitude before she got on the catwalk. Lisa asked Lianna to convince her why *she* should be Britain’s Next Top Model. Lianna said, “There’s just so much I’ve learned and even if I just went away coming in second, I know that it’s given me that edge to go out and do it. I’ve learned all these things and not to use it would just be a waste. I think I just shocked myself about how much I want this.”¹³²³

The women left the room for the judges’ final deliberation. Jonathan thought Lianna looked beautiful on the catwalk, but he wished she enjoyed it more. He was distressed that even though Paula and Lisa had told her to be more confident, especially on the catwalk, she could not do it. Lisa thought if Lianna did a whole week of runway shows, she would get it and be more confident. Jonathan said, “Even I would do well

¹³²⁰ “Episode #2.10.” *Britain’s Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

¹³²¹ *Ibid.*

¹³²² *Ibid.*

¹³²³ *Ibid.*

after a week of runway shows.”¹³²⁴ Paula admired Abigail’s originality on the catwalk. She said, “When she came out, she was so different than the other girls. She came out with that air that I believed she was beautiful, I believed she was comfortable.”¹³²⁵ Jonathan liked Abigail’s control and Lisa seemed in awe of her beauty. She said, “I couldn’t take my eyes off her, to be honest with you, and she had this look of intensity about her and I was super proud of them both.”¹³²⁶ Jonathan thought Abigail might have been too short to be a catwalk model. Paula argued that people had said the same thing about Kate Moss and she was famous for her catwalk abilities. They re-examined the women’s photographs throughout the competition. Both women had impressive final photographs. The judges were a little torn...

Abigail and Lianna returned to the room. Lisa said, “One of you has transformed from being a tomboy and the other has lost her lad’s mag look. But, you both stand before me as versatile, edgy, editorial models. However, there can only be one winner.”¹³²⁷ Lianna won. Abigail was sad she lost. She said, “I’m not gonna give up, I’m just gonna keep trying. I’ve got some great pictures now and I can take it to the agencies and see what happens. I’ve changed loads; you can just see the progression in the different shots and stuff and I’ve changed as a person. But, I’m still stupid me. God, I’m just gutted.”¹³²⁸ Lianna was thrilled she won. She said,

¹³²⁴ “Episode #2.10.” *Britain’s Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

¹³²⁵ Ibid.

¹³²⁶ Ibid.

¹³²⁷ Ibid.

¹³²⁸ Ibid.

I've tried so hard and it's all paid off and this is it. This is just the end product now and it's just, like, I've done it. And I've got something to show for it. It's just amazing. Just all the drama, the emotion and the stress of everything, being here, and it's just all paid off and I'm Britain's Next Top Model. And it's just like none of that matters anymore because I'm here and I've just proven to everyone that I can do it and I don't care how many people said "no, you can't" and "you're not good enough", I am. I'm Britain's Next Top Model!¹³²⁹

Lianna embodied characteristics of five archetypes: OSUW, IG, TOL, UW and TB. She did not seem to have a particularly friendly personality and became overly upset about seemingly small incidents. Perhaps, because she seemed to have had multiple personality traits, the judges considered her complex. Maybe having a complex personality meant she was not boring, a trait the judges disliked. Her various personality traits could have indicated that she was a passionate person, which is what the judges wanted in a top model. Her physical features and her attitude would likely have prevented her from being cast on *ANTM*, but she had the "goods" to win *BNTM*.

¹³²⁹ "Episode #2.10." *Britain's Next Top Model*. Host Lisa Snowden. 25 Sept 2006. Television.

Conclusion

A better understanding of the cultural differences between *ANTM*, *AusNTM* and *BNTM* was one of the main goals of this research. And through the three programs, I hoped to recognize the standards of beauty in the U.S., Australia and Great Britain. Evaluation of the hegemonic, or counter-hegemonic, construct present in *ANTM* was performed to determine if any significant differences between the world of the television show and the rest of U.S. society exists. How the three shows enforced or resisted hegemony was also explored. Another component of this research was examining the archetypes present on each version of *NTM* to see how others perceived certain archetypes and their influence on how people made meaning of each other.

When choosing which archetypes to examine each episode, I chose the ones that appeared most frequently in it – the editors seemed to use framing of archetypes to create story arcs. It was, perhaps, easier to create compelling story lines if they committed to popular and familiar stories – for example, the American Dream, fairytales, the ugly duckling turning into a swan, etc. *NTM* also seemed to use archetypes to reflect familiar “characters” their audience might encounter in everyday life. The presence of archetypes is common in reality television. Because scripts are not written for reality programming, editors of the genre know that employing archetypes helps to construct stories after the fact.

On *ANTM* in particular, archetypes perform two functions. Yes, they help editors create story arcs, but they are also used to reinforce “societal ideals” that *ANTM* promotes – acceptance of homosexuality, seeing model potential in “plain” women, racial equality,

etc. Some archetypes highlighted “good” humanitarian traits while others emphasized anti-humanitarian actions. For example, during cycle eleven of *ANTM*, Isis King, a transgender model, was cast. How the other women reacted to her gender identity was framed by the editors as positive or negative. Clark Gilmer, a YNG from a small town in South Carolina, told a fellow contestant that she was “uncomfortable” with the idea that Isis had “different equipment” (i.e. genitalia) than the rest of the models in the house. She stated that if someone like Isis walked around in her hometown, she “would be shot.” Clearly, her comments were edited to frame her as a close-minded homophobe (which she genuinely seemed to be). Her archetype status of being a YNG played into how the editors would frame her. Editors choose to frame a YNG seemingly based on conventional wisdom about women from small towns. Either she will be “surprisingly” open-minded or “predictably” close-minded. There does not seem to be a middle ground when editors frame archetypes. A YNG *must* act according to one extreme or the other – the story would not be as interesting if she was simply moderate about her beliefs. Her comments were juxtaposed with a conversation between Brittany “McKey” Sullivan and Isis. McKey, a BAbNW, asked Isis what the process of turning into a woman was like, considering the hormones she injected daily. Isis told her it was like going through puberty all over again. McKey smiled and said, “You’re like a butterfly,” implying that Isis’ old self was a caterpillar and her new self would be even more beautiful. McKey was framed as being open-minded and compassionate (which she genuinely seemed to be, too). The archetype of the BAbNW (Bad Ass but Nice Woman) only moves a story arc forward if she epitomizes the qualities the editors frame her as having. McKey was a

tall, athletic woman who boxed. By contrasting her extensive, tough workouts with her calm, almost sweet personality, the editors were able to frame her archetype by pointing out, “She is tough and could hurt you in a fight, but she’s really a gentle, kind soul – bet you did not expect that!” *ANTM* uses archetypes to visibly construct a counter-hegemonic “reality” – in fashion, at least on *NTM*, “regular” women are elevated to “beautiful” status, homosexuality is accepted and applauded, and all ethnicities and religions are celebrated.

The episodes of *ANTM*, *AusNTM* and *BNTM* illustrate what archetypes of women are often present throughout the entire cycle (season) of each modeling competition. The archetype of The Bitch existed in all three variations of the show. It seems likely that the producers kept a “mean” woman as long as possible to garner higher ratings. And occasionally, a woman who did not personify The Bitch archetype at the beginning of a cycle, turns into her over the course of the show. On *ANTM* cycle 2, Camille, clearly The Bitch, made it all the way to fifth place. On *AusNTM* cycle 2, Eboni was not The Bitch during the first half of episodes, but eventually embodied that archetype in the second half of episodes. And Eboni won! Granted, her Woman with a Tragic Back Story archetype seemed to suit her better, but the stress of the competition and living with other models brought out a darker side of Eboni. On *BNTM* cycle 2, Jasmia was The Bitch from the first episode. Lianna did not start out as The Bitch, but really became the archetype after the first few episodes. Jasmia finished in third place, despite not having the best photographs. The hatred that she spewed at/about Abigail and the decision to

keep her on the show for, perhaps, longer than she deserved was likely a bid for higher ratings. Lianna embodied multiple archetypes as did Jasmia.

Both Jasmia and Lianna were also considered Insecure Girls. Armchair psychology aside, perhaps their lack of confidence made them lash out at the other women. Lianna won *AusNTM* in spite of her negative attitude. The women who won the second cycle of *ANTM*, *BNTM* and *AusNTM* were all Women with Tragic Back Stories. Audiences seem to enjoy watching a weaker contestant overcome her history and flaws. When the winner is announced, there is often a voiceover describing how difficult it was for that particular woman to break into the modeling business and, finally, succeed.

ANTM and its sister programs endorsed certain standards of beauty and, seemingly, cast specific archetypes of women. Viewers sometimes flock to television programming that includes a villain (or two). It does not seem like Tyra Banks' initial vision for *ANTM* included such archetypes. She often says on *ANTM* that she is trying to mold and shape new top models. Perhaps her goal is nobler than what eventually appears on television. But, she is having a model competition on television, so ratings and sponsors could influence how episodes are edited.

The same beauty ideal seems to exist for all three countries. Women should be tall and thin, sporting icy blonde hair. They should also have larger breasts, unless they are trying to become fashion models. The beauty ideal seems impossible to achieve. If a woman is not tall enough, there are not procedures to make her taller. Certainly, she could wear clothing that highlights her best attributes and create the illusion of taller height. Shorter models are instructed to elongate themselves on most photo shoots. Tyra

has said that it is the model's job to look taller and thinner in her photographs than she is in person. Photographic magic can, perhaps, assist with this "lie", but there is only so much a woman can do to "change" her height.

There were significant differences between the three programs. Alcohol was consumed much more often on *BNTM* and *AusNTM* than on *ANTM*. When the model wannabes moved into their temporary homes in Australia and Great Britain, a full liquor cabinet awaited them. And the liquor cabinet is often mentioned in the first comments about their new home. Yes, alcohol has been consumed on *ANTM*, but not to the extent of the other two shows. Alcohol was even a "problem" during the second cycle of *ANTM*. When the final contestants were in Milan, Italy, Shandi drank too much wine and ended up cheating on her boyfriend. But, alcohol consumption is unusual on *ANTM*. If the aspiring American models drink alcohol, there is usually some feedback from Tyra, the other judges and/or their housemates. Tyra has mentioned that copious amounts of champagne are present backstage at almost every fashion show. She encourages her contestants to abstain from habits that could harm them. She even insisted on a "no smoking" policy during cycle 9 of *ANTM*. A fair amount of models smoke cigarettes to maintain their thin bodies. The smokers on cycle 9 were given approximately twelve hours to enjoy their last cigarettes before having to quit cold turkey.

ANTM almost never included alcohol as parts of prizes for challenges. The women on *AusNTM* and *BNTM* are regularly rewarded with a "special night in a V.I.P. room" at some famous nightclub where they can enjoy cocktails and champagne. The difference in alcohol consumption between *ANTM* and its sister programs could simply

be that the drinking age is younger than 21 in other countries. But, on *BNTM*, the host, Lisa, helped Jasmia celebrate her birthday by sending her and five friends to a nightclub for dancing and drinking. When Tamar showed up hung over at the next day's elimination panel, one of the judges, Paula, told her that her behavior was unacceptable. Paula said models should never show up for potential castings while hung over so why would they show up at judging with alcohol still in their systems. Lisa defended Tamar because Lisa was the one who sponsored/arranged Jasmia's birthday celebration. Lisa did not think it was wrong to arrive for a job while hung over – she just thought women should not show up while still drunk. But, the fact that Lisa defended a model who had a hangover during judging, emphasizes the different attitudes about alcohol that exist in the three countries. It seems likely that if a model was hung over during an elimination panel on *ANTM*, she would be sent home, no questions asked. That type of behavior is not something Tyra, and therefore, *ANTM*, endorses.

Even though the three shows shared an Anglophone TV culture, viewers experienced significantly different cultures due to national cultural differences. For example, nudity was not as problematic for the women on the British and Australian versions of the show. There were women on *ANTM* who did not have problems posing nude, but there always seemed to be at least one woman who refused to participate in a naked photo shoot. On *ANTM*, the nudity was always well hidden. The women's private body parts were never shown on camera or in the photographs. On *AusNTM* and *BNTM*, nude posing bothered very few of the women. The American attitudes about sex and sexuality are different than the British and Australian ones. Nudity seems more

acceptable in Great Britain and Australia. Puritanical history seems to influence America's "fear" of nudity.

A similarity shared by all three shows is the open acceptance of gays and lesbians in the industry. If a person is homophobic, the fashion industry may alarm him/her. Fashion designers, hair stylists, make-up artists, shoot directors/producers are often powerful gay men. Homophobic contestants did not seem to exist on *AusNTM* and *BNTM*. There have been homophobic models on *ANTM*, but their opinions were framed as ignorance. One stereotype that was false was that most male hair stylists were gay. On *AusNTM*, not only was a male hair stylist heterosexual, he actively pursued sexual relations with some of the models. If any person working for *ANTM* engaged in sexual activities with the young women, he/she would likely be immediately fired. Madeleine, The Party Girl from *AusNTM* cycle 2, hit on men and women. She tried to kiss her housemate Lara when they were in the pool, but relented when Lara rejected her advances. That did not bother Madeleine – she seemingly ended up sleeping with multiple men over the course of the show; including the straight male hair stylist. The women on *AusNTM* and *BNTM* were vocal about how much they missed seeing men on a regular basis. They declared themselves "horny" on the telephone with their boyfriends, directly to camera or to each other. Sex drive was never really mentioned on *ANTM*. This, again, seems like a cultural difference between the countries. Americans seem prudish about nudity and sexuality, while the Brits and Aussies appear to openly embrace both. The different reactions to nudity between the three *NTM* shows was significant

because *how* this issue was framed largely determined not just how contestants felt about nudity, but also how viewers would perceive each country's cultural values as a whole.

The socially constructed world on *ANTM* is very different than that of “normal” American society. Tall, sometimes nerdy, women were cast over multiple cycles of *ANTM*. These women talked about how their height hindered them during their early education. They were harassed in elementary, junior high and high school by classmates who thought they looked “dorky”. The women often discuss how difficult it was for them to deal with commentary about their bodies. Yet, they entered a modeling competition where their bodies would be weekly fodder for the judges. They were willing to hear judges' comments about their body shape, height, etc. because sometimes, the judges would praise their “model-type” bodies. And the women knew that within the first few episodes of the show, they would receive “model makeovers”. Such makeovers were conducted to give the women an “edge” that was needed to “make it as a top model”. There were meltdowns over makeovers, of course, because some women found it difficult to completely change their looks. However, most models eventually accepted the change in their appearance because they had faith that Tyra and the judges were, ultimately, trying to help them succeed in fashion. The contestants recognized that in order to succeed as a model, at least in the context of *NTM*, they had to relinquish power over their own appearance. They had to let the “experts”, the hosts and creative teams, determine what they should look like even if it meant they would be unhappy with the end result.

The models on all three version of the show lived in upscale, creative and fun living spaces. As Tyra has said, beginning models often live crammed together in small apartments because that is what they can afford. By having the contestants live in luxurious surroundings from the get-go, a mixed message was sent. Viewers of the program might assume that all new models live in luxury, but according to Tyra, such living conditions only exist in the world of *ANTM* (and its sister programs). New models do not usually receive expensive makeovers or live in fancy housing. They have to “pound the pavement”, auditioning at go-sees and model agencies to try to find jobs and/or representation.

Future research should include analysis of multiple cycles of the British and Australian versions of the show. Perhaps examining additional countries’ version of *ANTM* would be beneficial. The world created on *ANTM*, and seemingly mimicked on *AusNTM* and *BNTM*, might seem very different, say, on the German or Brazilian versions. Because Australia and Great Britain have similar cultural attributes as the U.S., it would be beneficial to compare *ANTM* to sister shows in non-Anglophone, non-Westernized countries. Larger, more important cultural differences might be observed in such a comparison.

Researching where the women are now, i.e. do they have legitimate modeling careers, would provide information and understanding about how well these shows prepare new models. It would be helpful to know how all of the women on the three programs performed as models on their own without the assistance of experienced “glam

squads” and runway walk trainers. Were the women able to fulfill the hopes the judges had for them?

Future research should also include analysis of alcohol consumption among women ages 17-25 in each country. Because the U.S. has strict laws about drinking alcohol, did this effect how consumption was portrayed on the show? Do young people simply drink more alcohol in Great Britain and Australia? Finding articles about alcohol consumption might help clarify the seemingly very different attitudes about drinking between the countries. Do American opinions about alcohol permeate *ANTM* or are these opinions held by the producers/creators of the show, including Tyra Banks? How much does editing frame cultural ideals and do these ideals exist outside of the world of *ANTM*?

There were cultural differences between *ANTM*, *AusNTM* and *BNTM*, but they involved alcohol consumption and opinions about nudity. The more interesting difference between the three shows were the different archetypes present. Each version of *NTM* shared certain archetypes, but each had a few archetypes that were uniquely their own. The standards of beauty were remarkably similar between the three countries. Globalization was reflected in *NTM* - America’s influence was very apparent on *AusNTM* and *BNTM*. Influencing programs that share the same “brand” is expected, but one television show’s power over related programming is a fraction of the cultural ideals the U.S. exerts on other countries through multiple sources in addition to popular culture.

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