

# The oprah effect essay

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“ The Oprah Effect’ is article written by Carmen Wong Ulrich, the \$1. 4 billion woman influences pop culture, creates stars, and drivers entire industries. The Oprah Show is the most popular source of reality television viewed by many supporting fans. She broadcasts the topic of the days show and gives the audience a tease about the next guest: Our next guest has overcome extraordinary odds.

Stay tuned; commercial break. Oprah effect introduces her leadership characteristics as evidenced from her shows, The Oprah Winfrey Show, O, The Oprah Magazine, and The Oprah Winfrey Foundation. A typical formula for a show plays out like this: a person or a couple is introduced; a problem or conflict between them or between the participant and an absent other is raised; the conflict is intensified; and a quasi-resolution or personal revelation is reached, usually through the intervention of an expert (Illouz 57). American television host, actresses, producer, philanthropist.

Oprah Gail Winfrey was born January 29, 1954, in Kosciusko, Mississippi. Oprah is the beloved daughter of Vernita Lee and Vernon Winfrey. Oprah had a mountain of obstacles already in front of her as a newborn baby, she was born to unwed teenage parents, and she was a black poor female. For 6 years of her life, Winfrey was raised on a farm in Mississippi by her grandmother. While Oprah was in her grandmother care, she was taught to read at an early age.

From ages 6 to 13, Oprah resided with her biological mother. She was raped at 9 years old by a cousin and later molested by a male friend of her

mother and uncle. Instead, she held her abuse, anger, and pain she was suffering inside and she rebelled.

Unfortunately, she was sent to live with her father in Nashville. She became pregnant and gave birth to a stillborn baby boy when she was fourteen. At the death of her baby she vowed turning her life around.

Oprah landed her first job as a reporter for a radio station in Nashville at the age nineteen. At Tennessee State University during her freshman year, Oprah won several pageants, including “ Miss Black Nashville” and “ Miss Tennessee”. In 1976, Oprah moved to Baltimore, where she hosted a TV show called People Are Talking. “ I don’t think of myself as a poor deprived ghetto girl who made good.

I think of myself as somebody who from an early age knew I was responsible for myself, and I had to make good” (Oprah qtd). Even though she had a rough childhood, she still maintains her role as the host of America’s number one talked show, The Oprah Winfrey Show. In the mid to late 90’s Oprah had such a reputation, she was able to interview top celebrities’ about their real-life trials and tribulations on her show.

“ She’s our \$1. 4 billion woman – and that’s just with her sprawling media empire” (The Oprah Effect 67). In 1985, she was the main character in “ The Color Purple” movie. For her role, she was nominated for an Academy Award. “ Oprah’s Book Club,” a feature of her show highlighting new books, became famous for its ability to create bestsellers. In 2000 she launched her own lifestyle magazine, O. She announced in November of 2009 that she would

end her TV show when her contract ended in 2011. Today, she is the only African-American billionaire and one of the richest people in the world.

“ The Oprah Effect “ represents Oprah skills in motivating, encouraging others, and creating a teamwork environment. Ulrich is amused with Oprah Winfrey career and the effect she has shown the society. Ulrich applause Oprah recognition and deliberation, which enable her to become successful. Oprah has the Midas touch (The Oprah Effect). Oprah. com offers advice on everything from the mind, body and spirit to food, home, and relationships.

Instead, Oprah interest is in spreading her passions. “ She had a very deep site. The deeper the site, the better the engagement”, Dougherty says (The Oprah Effect 69). Response: I love Oprah shows, she’s the queen of talk. I am a huge fan; I think her life lessons of giving back are amazing. She believes influence is the union of power and purpose. Because she has dedicated her whole life to improving other people’s lives, she gives her best selflessly and doesn’t expect anything in return when she does a good cause.

Unlike others who could hate everyone because of the terrible things that have happened in the past. She taught us to pick ourselves up through hard times and to forgive, but most of all she taught us to believe, to believe in ourselves and in our dreams. That is why she is now so successful and such an influential woman and of course a positive role model. I love her! She has been honest and open about her challenges and tried to help others with theirs. She has educated herself and really pulled herself up by the bootstraps. She has not used her family life as an excuse but has tried to learn, grow, and develop from it. She has become very wealthy and has used

the wealth to help other people. As a TV star, magazine founder, business woman, and celebrity, Oprah Winfrey certainly has power and she has also come a long way over the years.

For the millions of ordinary men and women who long to improve themselves to become better parents, kinder friends, and stronger individuals. For those people, Oprah is an inspiration. She has struggled with many of the challenges that we all face, and she has transformed her life for better.

I've come to notice how everyone that is in the audience shown on TV has had their makeup professionally done. I know from a woman perspective it takes a lot of time and effort obviously goes into the taping of each show and Oprah runs the show. She shows no shameless about interrupting a guest while they are talking to say what she has to say.

Yet she have touched many lives and brought up many subjects that are or could be danced around especially when it comes to violence, racism and pornography. AM Chicago became The Oprah Winfrey Show has remained the number one talk show for 20 consecutive seasons. Produced by her production company, Harpo Productions, Inc. , the show is seen by an estimated 48 million viewers a week in theUnited States alone and it is broadcast internationally in 126 countries (Oprah.

com). “ The Oprah Talk Show” is my all time favorite talk show and I love everything about it. She has good informative shows. She is a really good person; in fact, it shows that she knows her potential above and beyond her job.

She wants to help everyone discover their true potential. She is so kindhearted and sweet. I would love to meet her in person or neither be a guess on her show. Especially, when she has a show called Oprah's Favorite Things.

That's when she gives the whole audience things she loves. I have seen things on her show I would love to have. She definitely deserves where she is at in life. She worked extremely hard for it! She is awesome! "A fabulous role model for all of us" some people may focus on Oprah with a (jealously) critical eye, while all I see is reason to be inspired. Here's an intelligent, determined, and hard-working woman with a persistent vision of greatness who would not allow humble beginnings or cultural biases to arrest her dream.

Instead, she exhibits a deep commitment to improving the human condition and goes right to the heart of whatever matter she's covering. "The big secret in life is that there is no big secret. Whatever your goal, you can get there if you're willing to work" (Oprah qtd). This woman walks her talk and does a great deal of good in the world more than most can claim. I admire and respect this woman and wish her (and the rest of us) many more years of her compassionate, competent service. Oprah 20 year DVD alone makes one surprised at everything this woman has accomplished.

She is truly a hardworking woman in the business. Her shows make people, happy, shocked, laugh, cry and they are memorable. Oprah's shows never fail to amaze me. Sure audiences may not relate to several episodes but that's alright. For every show we love there is always an episode we just

can't stand or can live without. Oprah asks the good questions; she shows personality that people love.

Oprah has the power to sell anything whether it's books, cars, or clothes. People love and admire Oprah. Oprah shows her love for her fans which is what people love as well.

Oprah is the only one that can score an interview with barely 24 hours newly Oscar winners in the Kodak Theater where the winners themselves were like I said not even 24 hours earlier. Winfrey is more than just a powerful influence; she's practically the nation's life coach. Vanity Fair Magazine stated "Oprah Winfrey arguably has more influence on the culture than any university president, politician, or religious leader, except perhaps the Pope. With the success of her show and TV hits in full bloom, Oprah decided to broaden her reach with her very own magazine (Vanityfair.

com). All in all, talk show superstar Oprah Winfrey, is one of the most well know cultural and financial icons of our time. "The Oprah Effect" has shown how Oprah turned no name into brand names. Oprah is one of the most influential people in America. "The Oprah Winfrey Show" has reach 44 million viewers each week and those numbers translate into big sales for the products Oprah recommends. Oprah's impact on the book publishing industry, not knowing that the popular celebrity talk show host would one day be her employer. "The Oprah Effect" explores the explosive effects of her influence and how her impact on businesses is worth billions (Cncb.

com). The Oprah Effect: influences sales, profits, ideas, and businesses.

Oprah somehow finds more to do, more needs to fill, and more ways to make  
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and use her money, and her power. Oprah guest offers the audience her tears, her voice, her heart, and her soul. Her dedicated audiences look to her as a life coach, self-help guru, a fellow sufferer, and a best friend. Work CitedSalve Regina09 Feb 2011<http://escholar.Salve.edu>