**Beauty and Media**

**Abbigail Thomas**

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Introduction:

Question: How has the media’s influence on children changed the universal perception of beauty?

The way media perceives things is the way the general public also sees them. If someone is too ugly or to fat to be put into these fashion magazines that person is considered “ugly”. In this paper/project I will attempt to answer the question stated above, using articles from the internet I will look into Asian skin bleaching practices and why white is the most widely accepted skin color. I will also look into the unrealistic body ideals for normal women and why being super skinny is considered the most beautiful.

LIT REVIEW #1

<http://www.beautyredefined.net/beauty-whitewashed-how-white-ideals-exclude-women-of-color/>

Media holds unrealistic ideals for young girls white, black, and Latino. By whitewashing the skin of African American celebrities and photo shopping perfectly beautiful Latino women’s bodies media is enforcing a new “norm” of what every person should look like. “Despite a controlling ideal that values “feminine curves” along with the thin ideal, this is still an objectified and unrealistic standard that is a nearly impossible combination for most women, unless extreme photo shopping or expensive and life-threatening cosmetic surgery is performed. Latina and Hispanic girls are still suffering under these controlling standards of beauty.” This article focuses mostly on media’s changes to famous beauties physical appearances.

LIT REVIEW #2

<http://sunseven.hubpages.com/hub/Skin-Color-Matters-How-to-Become-Fair-The-Indian-Obsession-with-Fairness-Creams>

This article is about the Indian culture and how it is becoming the new thing to bleach their skin. The majority of the Asian community has dark colored skin but now with all of the new skin bleaching technology that is becoming the new norm. The article says that the Indians fascination with pale skin tones is because they were colonized by the British and ruled by them for many years. British skin tones are light and since they were the ruling party of the time the Indian people thought that in order to be wealthy and prosperous one had to have a lighter skin tone. They were always looking up to the British so it only makes sense in their mind that they should look like them too. Skin bleaching is usually associated with women but in this article it also shows that men want whiter skin to using products such as “pale menz”.

LIT REVIEW #3

<http://www.helium.com/items/1747386-media-perception-of-beauty>

This article is about weight and how the media has unrealistic ideals for women who are striving to be “beautiful”. Although my second article was about skin tone this one is about weight and how Marilyn Monroe was the beauty icon of world at size 16. Even now the media says that she is one of the most beautiful women of the century but isn’t it all a little contradicting. Monroe who as stated above was a size 16 isn’t criticized for her size but Jessica Simpson is called a “large beauty” and Victoria Beckham is who is a size 0 is beautiful and every woman wants to be her.

LIT REVIEW #4

<http://www.helium.com/items/1489371-how-the-media-changes-our-perception-of-beauty>

“In the 1400's, Sandro Botticelli's 'The Birth of Venus' painting depicts beauty as a woman with porcelain [skin](http://www.helium.com/items/1489371-how-the-media-changes-our-perception-of-beauty##), long wavy blond hair and delicate features. Women in that era strive to achieve fair skin and a voluptuous lower half, alluring men with the promise of fertility. Today, we view that painting differently. We see the lack of muscular form, generous thighs and love handles. Venus would be viewed as plus size by today's clothing stores. Current runway models get skinnier while designer labels cater for the tall and thin. Plastic surgeons are fought after to create bee-stung lips and a more generous chest with implants. Women put themselves through various forms of torture to look like their favorite celebrity. The personage of the moment is whomever who has appeared on the silver screen or grace the most number of magazine covers. Through the times, women wavered to whatever the media at that time viewed as beauty” This article shows how the perception of beauty has changed over the years and describes how people will literally torture themselves to look like the hottest celebrity at that time.

LIT REVIEW #5

<http://hilo.hawaii.edu/academics/hohonu/writing.php?id=87>

Is there a universal standard of physical beauty? Is it ‘White?!’ We will explore the causes of changing ideals of beauty in terms of cross-cultural interactions. Specifically, this paper looks at how a culture’s concepts of beauty change as a result of influences from other cultures. The article looks at the influence of Western cultural concepts of beauty on non-Western cultures through cultural interaction and domination and the contemporary results that grow out of these situations. It talks about behavioral trends in cultures (Asian skin bleaching). This article mainly deals with Asian women skin bleaching and the causes and effects on their culture.

LIT REVIEW #6

<http://www.dradamson.com/toronto_reconstructive_facial_surgery.html>

This article is about the perception of beauty from a surgeon’s

perspective. This surgeon goes into the origin of beauty, where is came from, what started it, etc. he also talks about the changing perceptions of beauty and the media’s contribution to that. Changing perceptions of beauty also changes the way the plastic surgery department works so this surgeon goes into the media’s perception of beauty implications it has for his patients.

LIT REVIEW #7

<http://www.mediaawareness.ca/english/issues/stereotyping/women_and_girls/women_beauty.cfm>

This article describes the truth behind unattainable beauty. It portrays media as an evil that makes women self conscious about their bodies, when magazines publish different pictures of celebrities as really skinny almost anorexic or on the other side of the spectrum very large women/celebrities and call them fat. unattainable beauty is a common trend in most magazines and if in order to be beautiful you have to be skinny it isn’t even worth being pretty.

LIT REVIEW #8

<http://find.galegroup.com/gic/retrieve.do?contentSet=IAC-Documents&sort=Relevance&tabID=T006&searchId=R6&docId=CJ128594831&prodId=GIC&currentPosition=2&userGroupName=va_s_128_0920&resultListType=RESULT_LIST&sgHitCountType=None&qrySerId=Locale%28en%2C%2C%29%3AFQE%3D%28KE%2CNone%2C6%29beauty%24&inPS=true&searchType=&docId=CJ128594831&docType=IAC>

Beauty is more than skin deep. This article explains that beauty is in the eye of the beholder it includes examples of Aphrodite all the way to princess Diana and how they have changed the perception of beauty throughout the ages.

LIT REVIEW #9

<http://www.eric.ed.gov/ERICWebPortal/search/recordDetails.jsp?searchtype=keyword&pageSize=10&ERICExtSearch_SearchValue_0=beauty&eric_displayStartCount=1&ERICExtSearch_SearchType_0=kw&_pageLabel=RecordDetails&objectId=0900019b80448a59&accno=EJ861478&_nfls=false>

African American (AA) women have reported less body image disturbance than European American (EA) women, but questions remain about the nature and extent of this difference. This study examined differences in the body image of 80 AA women and 89 EA women with an improved methodology that controlled for body size, distinguished between satisfaction with and importance of body features, and included nonweight (e.g., hair texture, skin color) as well as weight-related features. Results provide evidence that, in contrast to AA women, EA women (a) were more dissatisfied with both weight and specific appearance features, (b) compared themselves more often to media beauty figures and internalized Western beauty standards more, and (c) showed a significant relation between media comparisons and body dissatisfaction. Internalization of Western beauty ideals was related to body dissatisfaction in both groups of women.

LIT REVIEW#10

<http://edis.ifas=.ufl.edu/fy1135>

This article is about Minority women and the effects media has on their body image and how they feel they should look like to be beautiful. Body image is the perception that one has about herself, which can be either positive or negative. Included into one's body image are weight, body shape, body size, hair and skin color, and facial features. In addition to self-perception, other influences on women's body image include family, peers, and the media. Although some research reports that minority women are protected from the adverse effects of media images, others highlight that the inferiority that many minority women internalize when compared to the majority can put them at risk.

Research Design-

The main things I want to focus on are the differences in skin tones, why white is the most widely accepted, why is Asian skin bleaching such an “in” thing and why lighter African American’s are more accepted than darker? Media’s portrayal of women’s bodies and how most ladies strive to be beautiful but beautiful in the way media wants them to be not in the way most people look. How media has changed the perception of beauty over the years is what I really want to focus on. I am limiting my project to just the above things, I might even focus it a little more cause I feel like I have a lot of things going on at once.

Action:

I have no idea what I am going to do for my action. I kind of need help with like all of this section.

Bibliography:

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