



*Cult of Beauty*




# *Beauty defined as..*

- Inert – lacking the power to move
- Timeless – having no beginning or end
- Generic – relating to or characteristics of a whole group or class





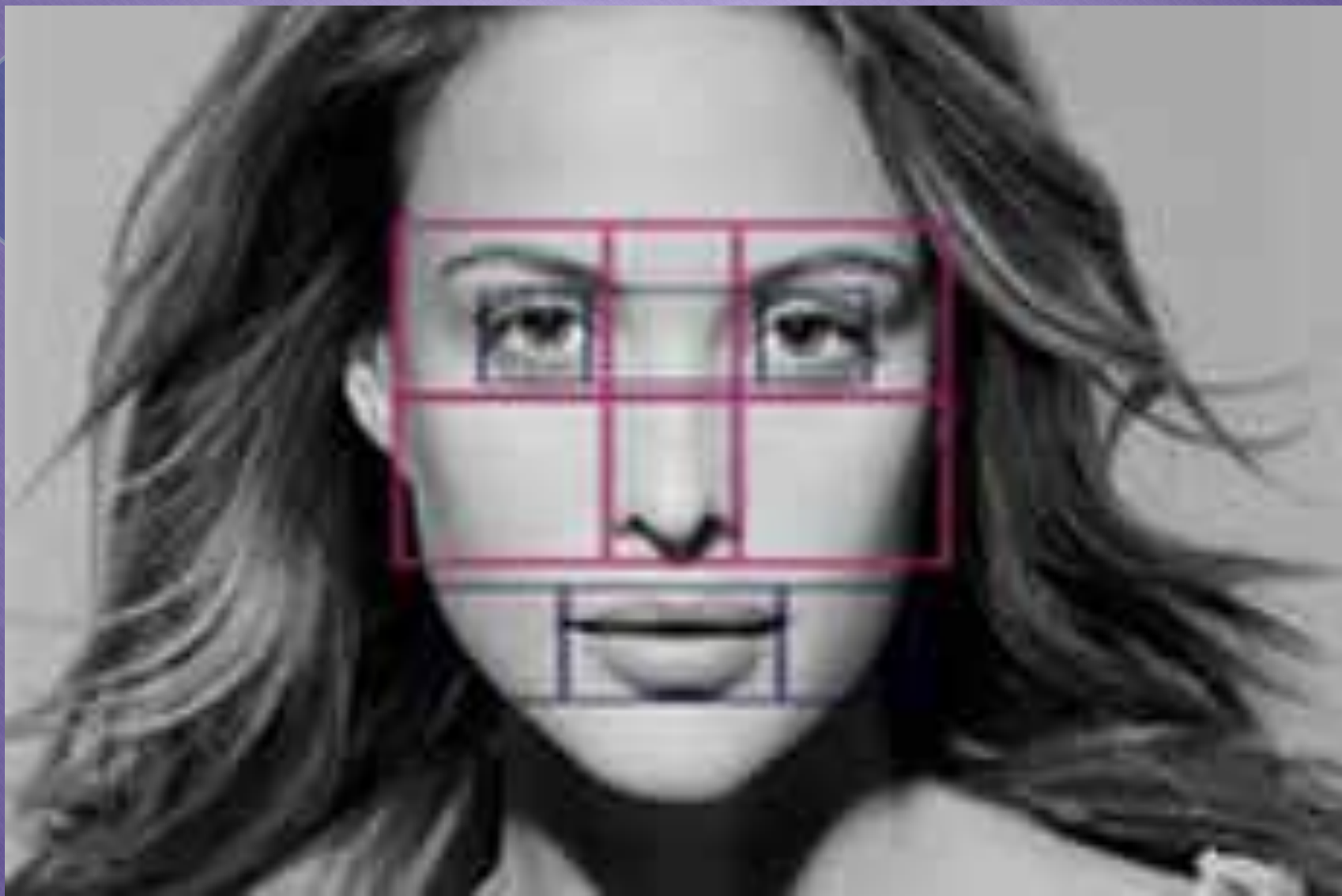
*Physical Beauty is seen in the  
face and in the body*



The face is the focus of much attention when it comes to physical attractiveness because this part of the body represents the person's identity and is most exposed to public view.

*Physical Beauty is seen in the  
face and in the body*







Proportion among facial features also contributes to beauty- mouth and nose should not be too large or small in comparison with other facial features.

Proper placement of face features is another factor contributing to beauty- the eyes are not too close together or too far apart, the eyes and mouth lie approximately upon lines dividing the face into thirds.



Body shape is also a factor of physical attractiveness

An hourglass body shape is considered to be the most ideal female body shape.

- Upper and lower half parts have approximately the same width.
- Shoulders and hips have almost the same size.
- There is a dramatic indentation at waistline. (greater than six inches)
- It should be strictly female shape.

(e.g. Vital statistics of the ideal female body is 36-24-36)





## **(Male) Trapezoid**

This is known as the perfect male body shape. You have a trapezoid body if...

- Your shoulders and chest are broad.
- Your waist and hips are medium-narrow.
- Your upper torso is bigger than your lower torso.
- You are well-proportioned.








*Beauty as projected by the media*

**Cosmetology, Diet, Fashion**



Mass media is a very powerful tool that can affect people's views and opinions as it reaches everyone nowadays. Television, radio, and newspaper, the most common forms of media, stress on an almost daily basis an image of beauty to which the viewers tend to easily accept.

Disturbingly, these media forms implicitly project a standard for beauty that the public unknowingly tries to follow, to the point that they will eat, wear, use, and act like what was presented to be able to fit in to what is the media's, and, on a larger scale, the society's, take on what is beautiful and how one becomes such.





Be summer re

Be



"I'm back  
with the best."



819-BELO (2356)










**GRAY  
ESSENTIALS.**  
Inspired by  
(right)  
Stephanie  
Pratt, Sarah  
Jessica  
Parker and  
Miley Cyrus





The background features a large orange semi-circle in the top-left corner. The rest of the background is a gradient of purple shades. There are several decorative elements: a white cloud-like shape with purple circles at the top center, a dark blue rounded rectangle containing the text, and several lighter purple rounded rectangles and lines scattered around. The text 'Beauty acquired through eroticism' is written in a white, cursive font within the dark blue rectangle.

*Beauty acquired through eroticism*




-“Erotic stimulation refers to what a particular society teaches are the pathways, directly or indirectly, to genital response.”

---Learned eroticism is, essentially, what eroticism is in the context of society and ethics

-“Any woman who tries to make herself look better is a ‘cultural dope’ who’s been brainwashed by men via images in advertising and pornography.” (Jeffreys)

---Beauty as dictated by the society may be biased towards physical appearance and erotic value of a woman/man





-“The basic argument until recent years has been that an unwed Victorian woman would avoid premarital sex due to society's restrictions.” (Murphy, 2003)

---In the past, eroticism had been considered as taboo when associated with women

-a fourth human asset, the “erotic capital”, or “a nebulous but crucial combination of beauty, sex appeal, skills of self-presentation and social skills... which makes some men and women agreeable company and colleagues, attractive to all members of their society and especially to the opposite sex” (Hakim, 2010) exists, and it suggests that modern society regards erotica as tantamount to beauty



Ageism





# Age discrimination

- Ageism or age discrimination is defined as the stereotyping and prejudgment of people against individuals or groups due to their age
- The term was coined in 1968 by Robert Neil Butler to describe discrimination against seniors.





## *Ageism as a combination of three connected elements:*

- Prejudicial attitudes towards older people, old age, and the aging process.
- Discriminatory practices against older people
- Institutional practices and policies that perpetuate stereotypes about older people



# NHS 'rife with ageism'

Doctors are accused of treatment bias

Big break for a giant of ballet



combine our lives

AGE  
Concern



# Effects of Ageism:

- After repeatedly hearing a stereotype that older people are useless, they may begin to feel like dependent, non-contributing members of society.
- They may start to perceive themselves in terms of the looking-glass self-that is, in the same ways that others in society see them.





# Effects of Ageism:

- Studies have also specifically shown that when older people hear these stereotypes about their supposed incompetence and uselessness, they perform worse on measures of competence and memory
- According to Becca Levy's Stereotype Embodiment Theory, older people may also engage in self-stereotypes, taking their culture's age stereotypes—to which they have been exposed over the life course—and directing them inward toward themselves.





# Accusations of Ageism

- Pierce Brosnan cited ageism as one of the contributing factors as to why he was not asked to continue his role James Bond in the film in Casino Royale.
- Madonna spoke out in her 50s about ageism and her fight to defy the norms of society.
- Sex and the City star Kim Cattrall has also raised the issue of ageism.