BEAUTY STANDARDS

MEDIA

MAKE WHITE AGAIN

AMERICA
The media has powerful effects on society's perception of self. This zine looks at the ways in which western beauty standards are reinforced through the media, specifically in regards to gender/gender expression, body image, and race.

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"The media provides girls with possible role models. In this way, if girls and women are not represented in an equitable fashion by the media, then girls are not afforded the necessary exemplars to emulate."

(cunningham, et al. 2004)
"Gendered body ideals are in turn reinforced through wider cultural practices, including the media."

"Traditionally, media representations of female models have tended to present them as objects with a focus on their aesthetic qualities."

"...exposure to this media-portrayed thin ideal produces negative consequences in female viewess."

(Mulgrew & Hennes, 2014)
Growing emphasis on the "muscular ideal" for male bodies

MALE BODY DISSATISFACTION

THE WEIGHT LOSS TRAP

BODY IMAGE
"mental representation one creates, but it may or may not bear close relation to how others actually see you (Psychology Today, 2017)"

"... in the United States, 94% of female characters in television programs are thinner than the average American women. (Yamamiya et al, 2004)"
KEEP IT OFF!

MAINTAINING YOUR WEIGHT DURING THE HOLIDAYS CAN BE A CHALLENGE. BUT WITH A LITTLE HELP FROM THESE LATINA HEALTH BLOGGERS—AND SOME WILLPOWER—YOU CAN FIND THE TOOLS YOU NEED TO STAY...

insecurity > vanity
one is acceptable, one is not

Struggling to lose weight?

“The process of habitual body monitoring wherein women monitor their bodies as they believe outside observers do is called self-objectification. (Well, 2017)”

It begins early, the thin ideal entering children’s consciousness as young as age 5.

Good choice, kid.

SLIMFAST
WAY TO A KILLER BODY
"More than 90 percent of girls - 15 to 17 years - want to change at least one aspect of their physical appearance, with body weight ranking the highest. (Armstrong, 2011)"

"...Studies with children more consistently find a relationship between exposure to television and both disordered eating and preoccupation with physical appearance...the greater the exposure to television, the more likely that boys would negatively stereotype fat girls, but not fat boys. (López-Guilmera et al, 2010)"

"In fact, it is a rare woman today who has a healthy body image, who is not actively doing battle with her body. (Hutchinson, 1985)"

"...we want the dream. We want to think that maybe, just maybe, we can look like that if we buy the right product and eat the right food. (Suggett, 2016)."

"Our culture does, in fact, obsess over this idea of a perfect body image. Many women feel alone in their battle in becoming synthetically beautiful. (Johnson, 2015)"

"There are tons and tons of symptoms for anorexia and bulimia when it comes to men, some of which including include obsession with working out, lying about eating, eating alone, weighing themselves a lot, too much focus on specific body parts, expressing disgust with themselves, and even when others tell them they look thin; they still feel fat. (Johnson, 2015)"

"Up to 12% of teen boys are using unproven supplements and/or steroids. (Armstrong, 2011)"
"Many people are inspired to seek cosmetic surgery because they want to look better online. A recent study by RealSelf found that nearly half of their respondents were influenced somewhat by social media in making the decision to have cosmetic surgery. (Hunstad/Korteals/Bharti, 2017)"

"Nearly a quarter of girls age 15-17 would consider undergoing plastic surgery. (Armstrong, 2011)"

"Percent of women who stated they would consider cosmetic surgery in the future: 40%.
Percent of men who stated they would consider cosmetic surgery in the future: 20%. (Statistic Brain, 2017)"

the concept of "normal" is defined by the media
It is important to note that most, if not all statistics, on body image and eating disorders rotate around the understanding of a binary gender system. Many times researchers ignore the marginalized gender identities that exist outside of the binary, meaning that data has not been collected on these individuals.
The worst thing you can do to someone is not see them make them feel invisible.

I ONLY GO PLACES WHERE SKIN IS IN SEASON.

Identity 101

Someone's wingman came over and tried to hook me up with him by saying, "yeah, he's really into black guys like you. Why would that turn me on?"

"Eurocentric beauty standards of straight, long and flowing hair has a sociocultural effect on Black women's notions of physical attractiveness, but also on courtship, self-esteem, and identity" (Norwood, 2017).

"Black hair in its natural state is often negatively marked for its difference. While White women have lots of affirmation for their hair, they also have lots of affirmation for their hair. Black people don't have the overall cultural affirmation that counters the negative obsession" (Norwood, 2017).

"Adherence to the Euro American beauty standard has had, and continues to have, devastating effects upon African American women. In addition, this standard pits African American women against the dominant cultural standard of beauty" (Patton, 2006).
Sources


Thank you! ❤️