

*Mirror, Mirror on the Wall:  
Media & The Beauty Myth*

Jerry Zimmerman

Michael Strayer

# Food For Thought

What kinds of adjectives come to mind when defining a beautiful woman?

- How has the culture of beauty been impacted by media?
- Why is beauty applied only or mainly to women?
- Who decides what is beautiful?
- Is the concept of feminine beauty more of a social construct as opposed to a biological one?
- What is the relationship between race and beauty?
- How has the concept of beauty changed over time?
- What is the logical conclusion when women are objectified?



The beauty myth, an obsession with physical perfection that traps the modern woman in an endless spiral of hope, self-consciousness and self-hatred as she tries to fulfill society's impossible definition of "flawless beauty."

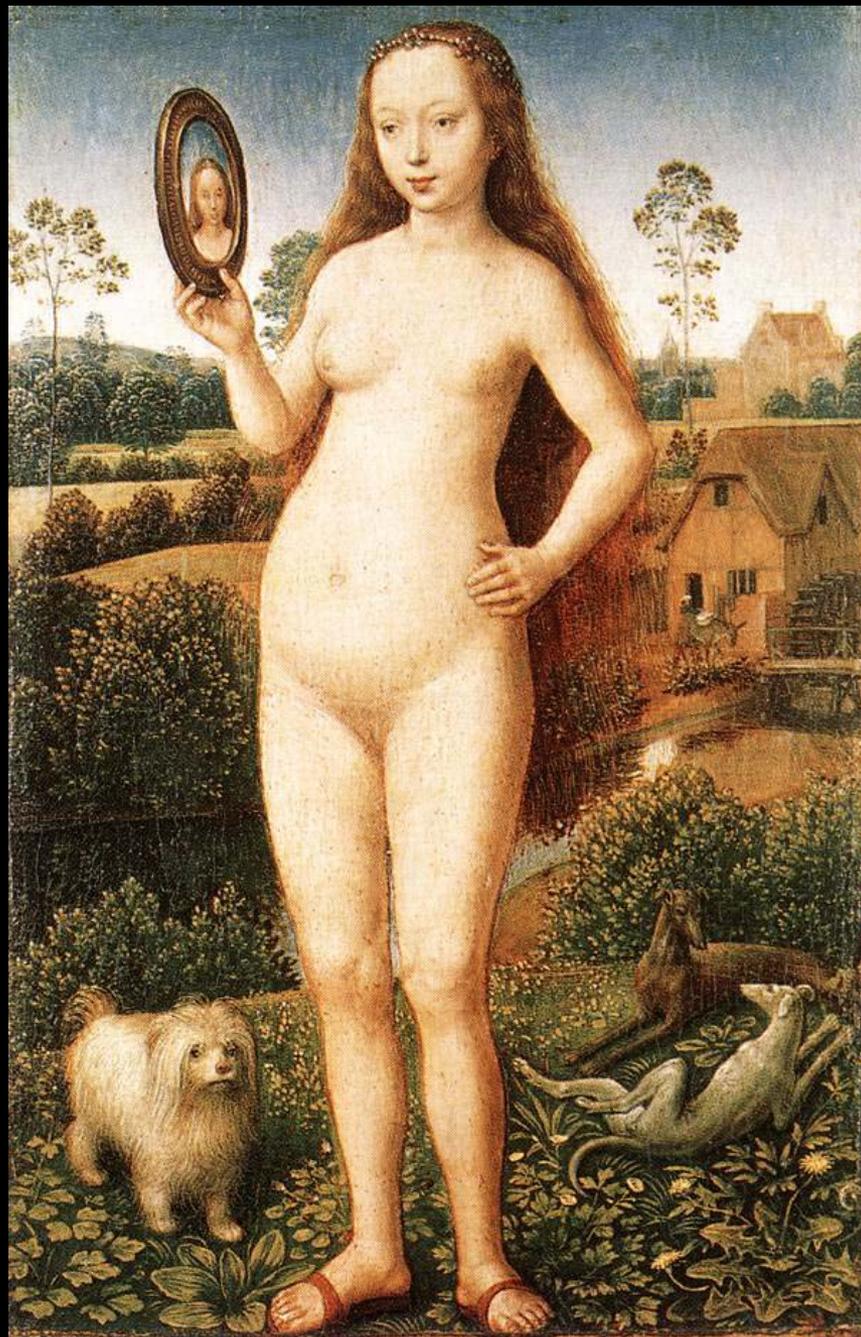
Naomi Wolf

# What does the mirror reflect?

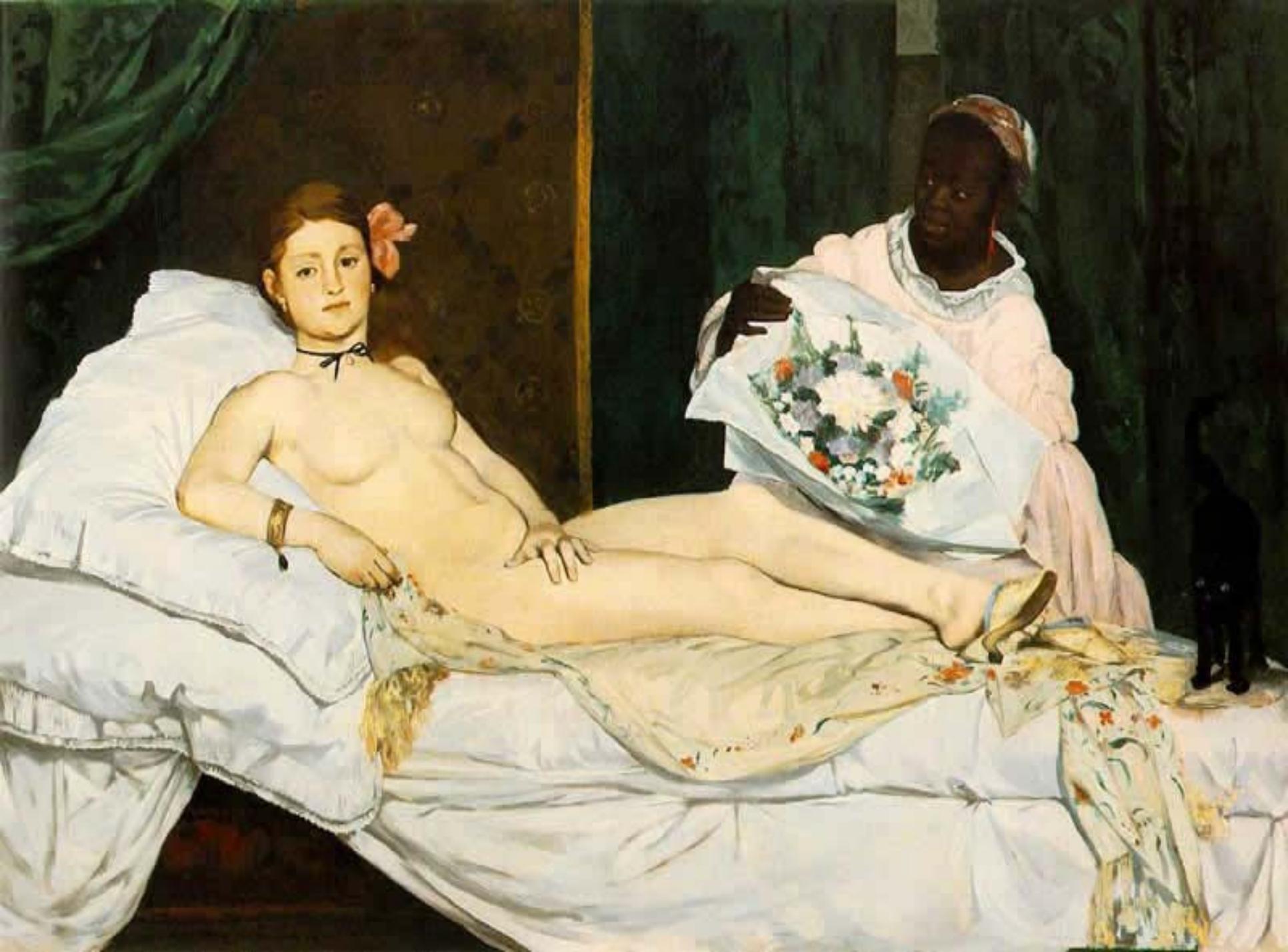
- Video of the Sleeping Beauty Queen was placed here



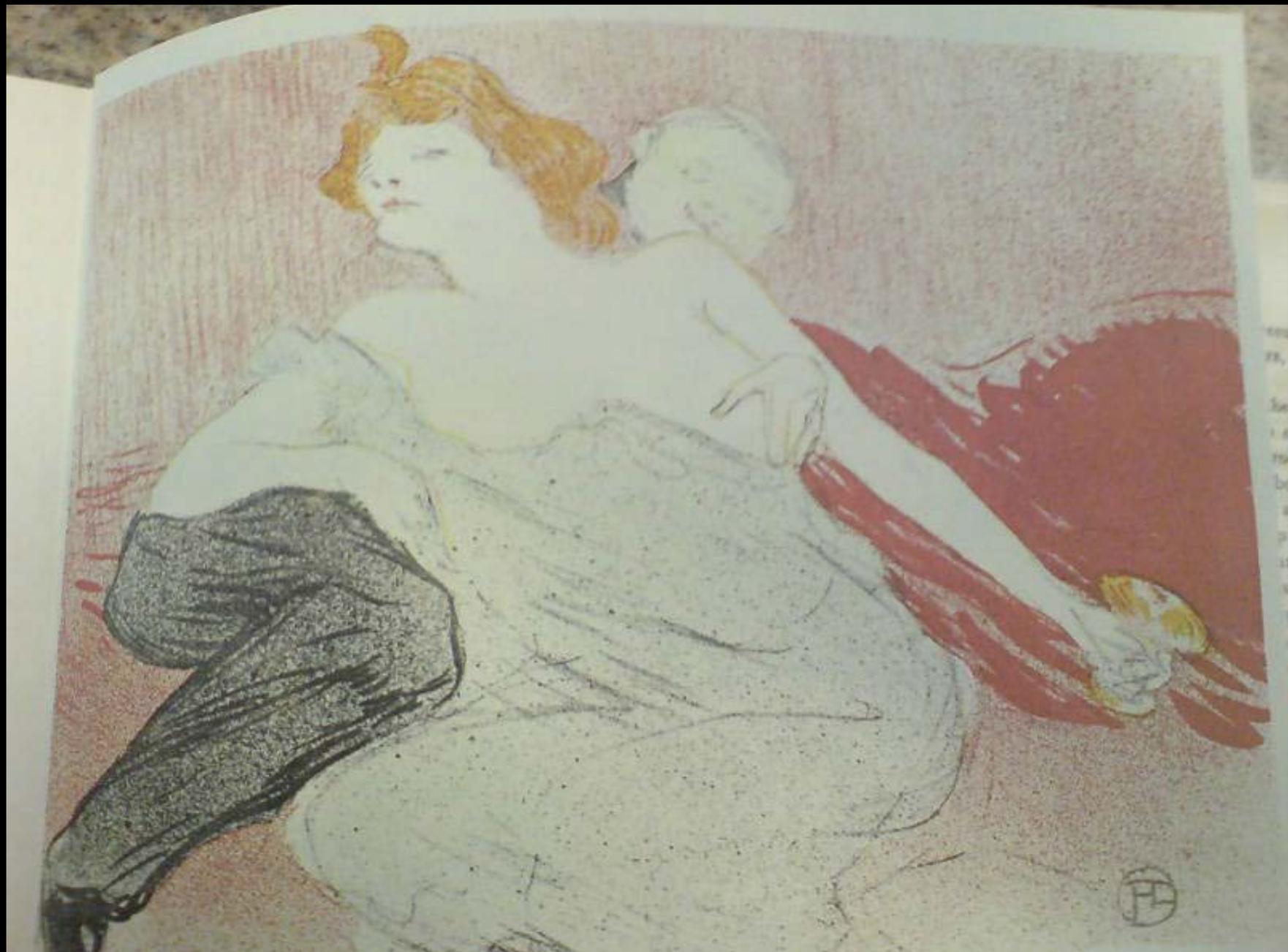




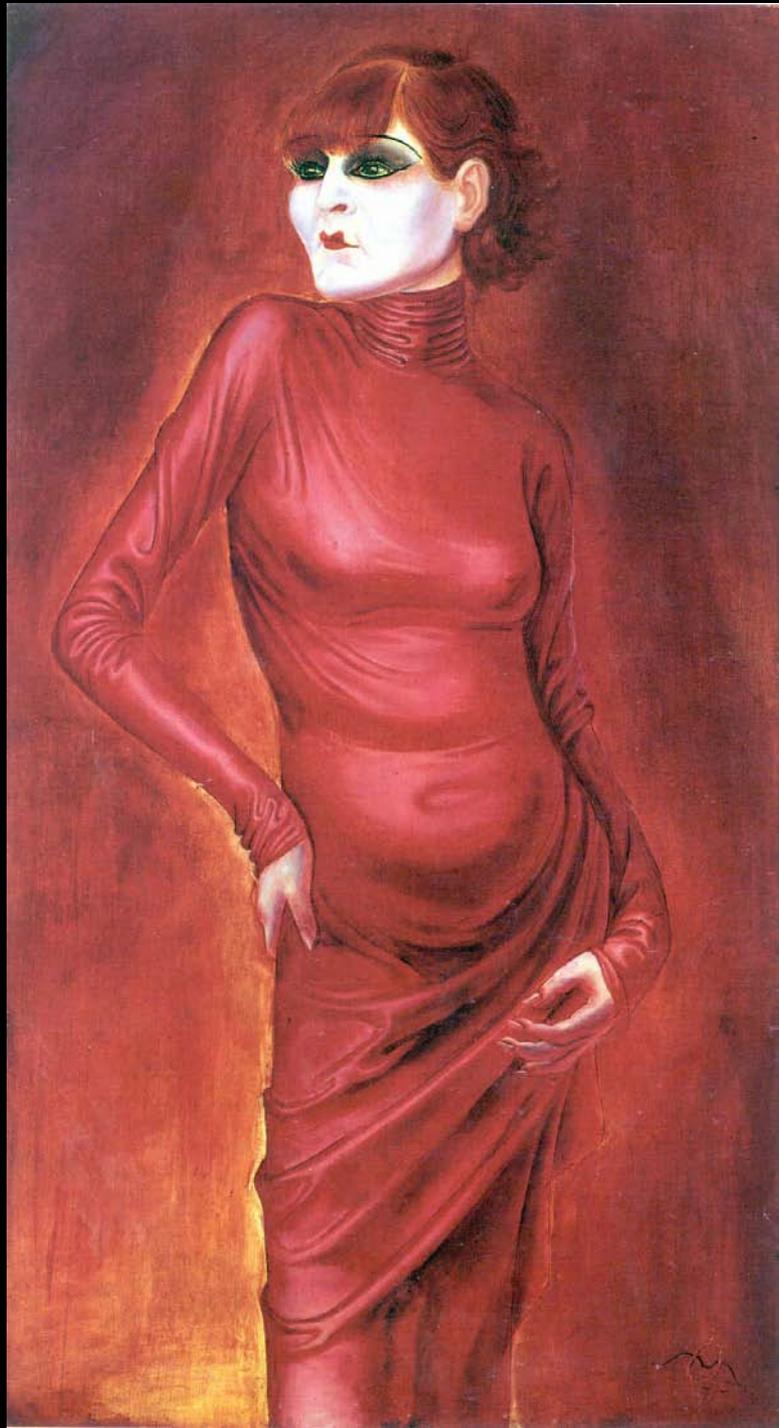












**Kate Moss**

**HEIGHT: 5'7"**

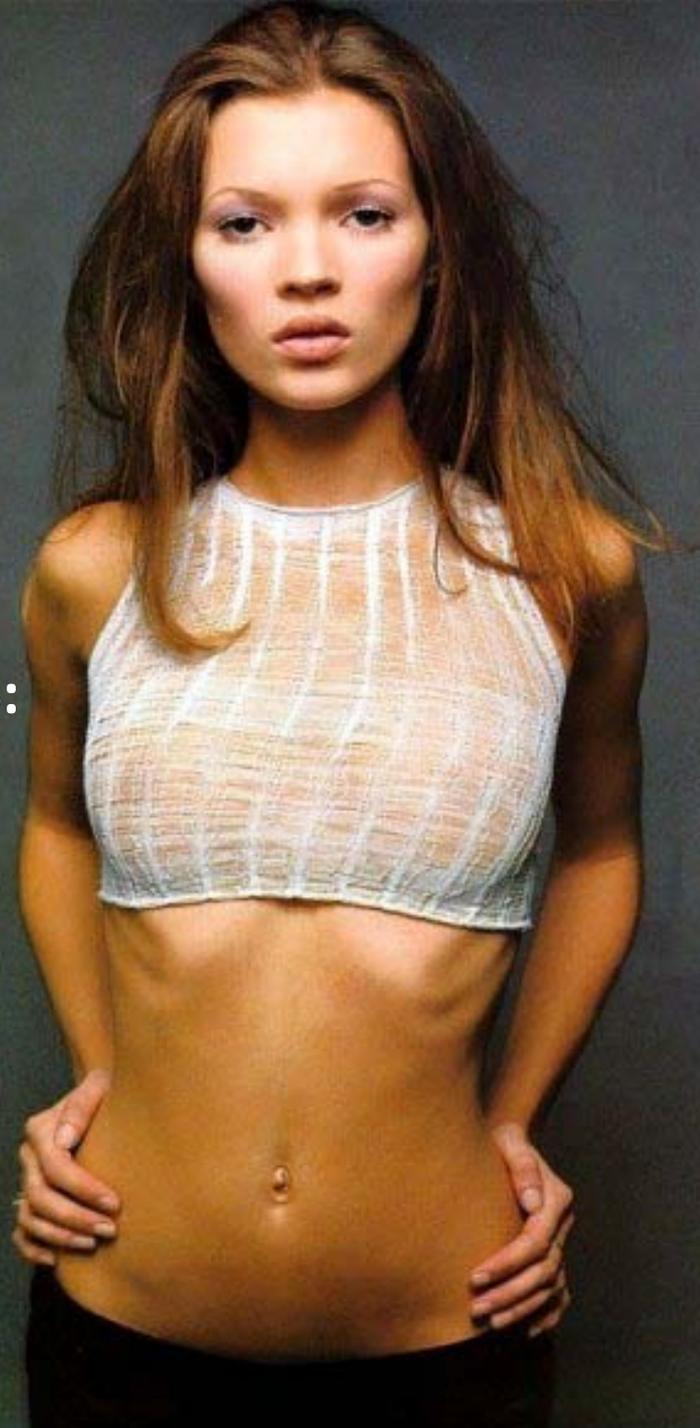
**MEASUREMENTS:**

**33-23-35**

**WEIGHT:**

**100 to 105 lbs**

**Dress Size: 2**



of Marilyn

from

ds

'5"

About

12

**John Berger**

**Ways of Seeing**

**The Nature of Advertising**

**Advertising tells us that  
appearance is reality**

**Advertising is a language in itself  
which is always being used to  
make the same general proposal;  
we can transform ourselves or our  
lives, by buying something more.**

**This idea of consumption will in some way make us richer - even though we will be poorer by having spent our money.**

**Advertising persuades us of such a transformation by showing us people who have apparently been transformed and are, as a result enviable.**

**The state of being envied is what constitutes glamour.**

**Advertising is the process of manufacturing glamour.**

**The purpose of advertising is to  
make the spectator marginally  
dissatisfied with her/his present  
way of life.**

**The spectator-buyer is meant to imagine herself transformed by the product into an object of envy for others, an envy which will then justify her loving herself.**

**Advertising is always about the future buyer. It is a hall of mirrors that can never satisfy the buyer.**

**Advertising is the culture of the consumer society. It propagates through images society's belief in itself.**

**The fashion industry profits from this consumer frenzy in the amount of 100 billion dollars a year.**

**All Advertising works upon anxiety. The sum of everything is money, to get money is to overcome anxiety.**

**Not to have money or certain products will generate the feeling that you are or will be nothing.**

# Fashion/Glamour Magazines

- Women's magazines have 10 1/2 times more ads and articles promoting weight loss than men's magazines.
- Over 75% of the covers of women's magazines include at least one message about how to change a woman's bodily appearance by diet, exercise or cosmetic surgery.
- Beauty ads average about 40% of all ads while Fashion ads average about 58%.
- The middle-aged and elderly are nearly invisible.
- 70% of girls ages 13-17 read celebrity/fashion magazines.
- Most female models are under 25 years and Caucasian.
- Models of color are vastly under-represented.

Margaret Beale Spencer  
*Internalized Inferiority*

What if you don't see yourself?  
What if you see a distorted self?

[Click here for video of Experiment  
with Black Children and Dolls](#)

God Bless America

# Woman's World

A great week made easy!

Turn back the clock!  
Erase the damage of smoking & sunning!

ONLY \$1.49

June 12, 2007



## ALL-DAY ENERGY!

Tricks to end your slumps

Medicines that may be making you fat!

# Better than gastric bypass!



Chocolate Malted Cake

Lose 10 lbs a week with 'Kimkins', the breakthrough new **ALTERNATIVE ATKINS!**

✓ Kim lost 200 lbs in 11 months!

✓ Christin lost 100 lbs in 5 months!

De-stress your house!  
Make your whole family calmer!

Superfoods you'll love to eat!

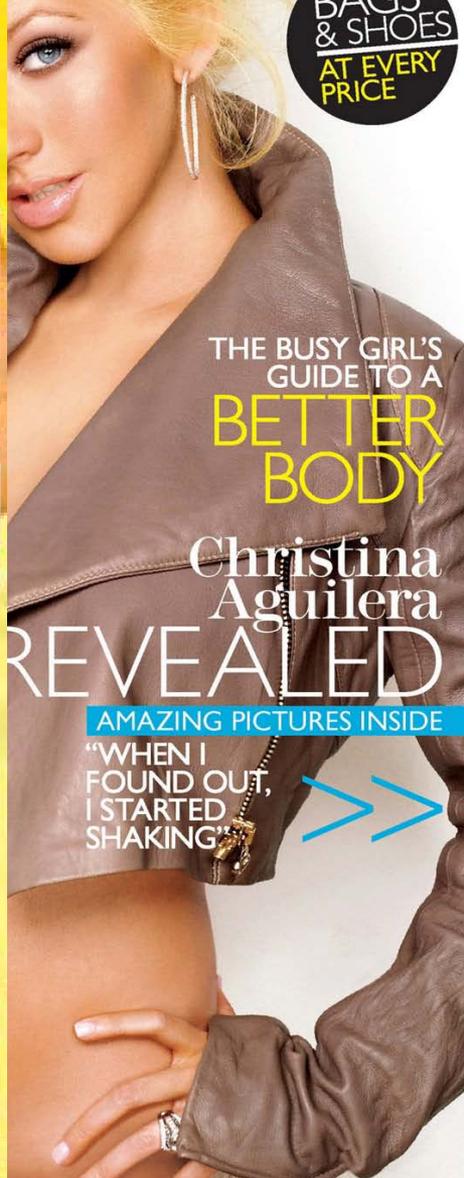


- ✓ Pancakes that stop stroke!
- ✓ Pizza that prevents cancer!
- ✓ Ice cream that cures depression!

# claire

January 2008

BAGS & SHOES AT EVERY PRICE



THE BUSY GIRL'S GUIDE TO A BETTER BODY

Christina Aguilera REVEALED

AMAZING PICTURES INSIDE

"WHEN I FOUND OUT, I STARTED SHAKING"



SUBSCRIBER COPY

FA BE GO PA

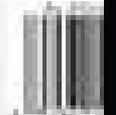
CL

STOP ABOUT JOBS FAM

Stop About Jobs Fam

30-BA (14)

New to L Wei Kee



WANT ESSE

PL EKT SAR PRA

5 W N



The ideal female is difficult to achieve. The current ideal of female beauty is a young Caucasian female, height 5'8" - 5'10", weighing 110 pounds or less. Make-up, lighting and airbrushing are used to slim down the images even more. Less than 5% of the female population are genetically destined to fit this ideal.

(Steiner-Adair & Purcell, 1996)



# RED BOOK

love your life.

the new  
**SKINNY  
PILLS**  
yes, they work!  
but read this first

the  
**secrets  
couples  
keep** about  
money, sex & more

look & feel  
**YOUR  
HOTTEST**  
56 WAYS TO UNLEASH  
YOUR **SEXY** SIDE

Summer  
**PARTY  
IDEAS**  
good food,  
good fun

← **faith  
& tim** →  
*see back  
cover*

what's normal  
about them  
(and what's not)





- The objectification of girl's bodies typically leads them to conclude that physical beauty is the most important aspect of their value as an individual.
- One study of Stanford female undergraduates found that about 70% felt significantly worse about their bodies after looking through women's magazines (Gentry & Martin, 1997).
- Body image dissatisfaction is a significant link to serious disorders, such as depression, anxiety disorders, eating disorders, and drug use (Groez, Levine & Murnen, 2002; mediascope, nd).



THE MAG

OUR BIGGEST

# CLIP



Justin

Jessica

## 53

## WAYS

## LOC

## & FE

## FAN

## FOR

## » PLUS

## Strong c



# 295

## WAYS TO

## MARY-KA

## ON GROWING UP

## BUSTED!

## YOUR MOST

## EMBARRAS

## MOMENTS P

MARCH 2009

## A MO

## WORT

## GIVEA

## 100

## chan

## to wi

## Body

## flatte

## outfi

## for nor

## size pe

PAGE 100

## HIG

## STY

## LOW PR

## Shocki

## afforda

## head-to

## toe loo

## RE

## LOV

## Ma

## con

## the

PLUS

## YOU

## Mary

## and

## ONE

## share

SUMMER  
LOVE GUIDE

- Meet cool guys
- Go from crush to
- Give him a perfe



SEPTEMBER 20

\$2.99 US/\$3.99 CANADA



0 74820 0819  
DISPLAY UNTIL SEPTEMBER  
cosmogirl.ca

# TeenVOGUE

## WEIGHTING

## GAME

## why it's so hard

## to eat right

## avril rules

## is her style

## fierce

## or fading?

## not-so-

## basic blues

## 27

## COOL

## WAYS TO WEAR DENIM

## UPDATE

## YOUR FACE

## how to wear

## bright eye makeup

## Ashanti

## rising

“THE NEW ALBUM,  
A FRESH LOOK, BUT  
I can't get  
a date”

## guys to

## watch

## Topher Grace

## Gregory Smith

## Emile Hirsch

## Trent Ford

## american

## beauty

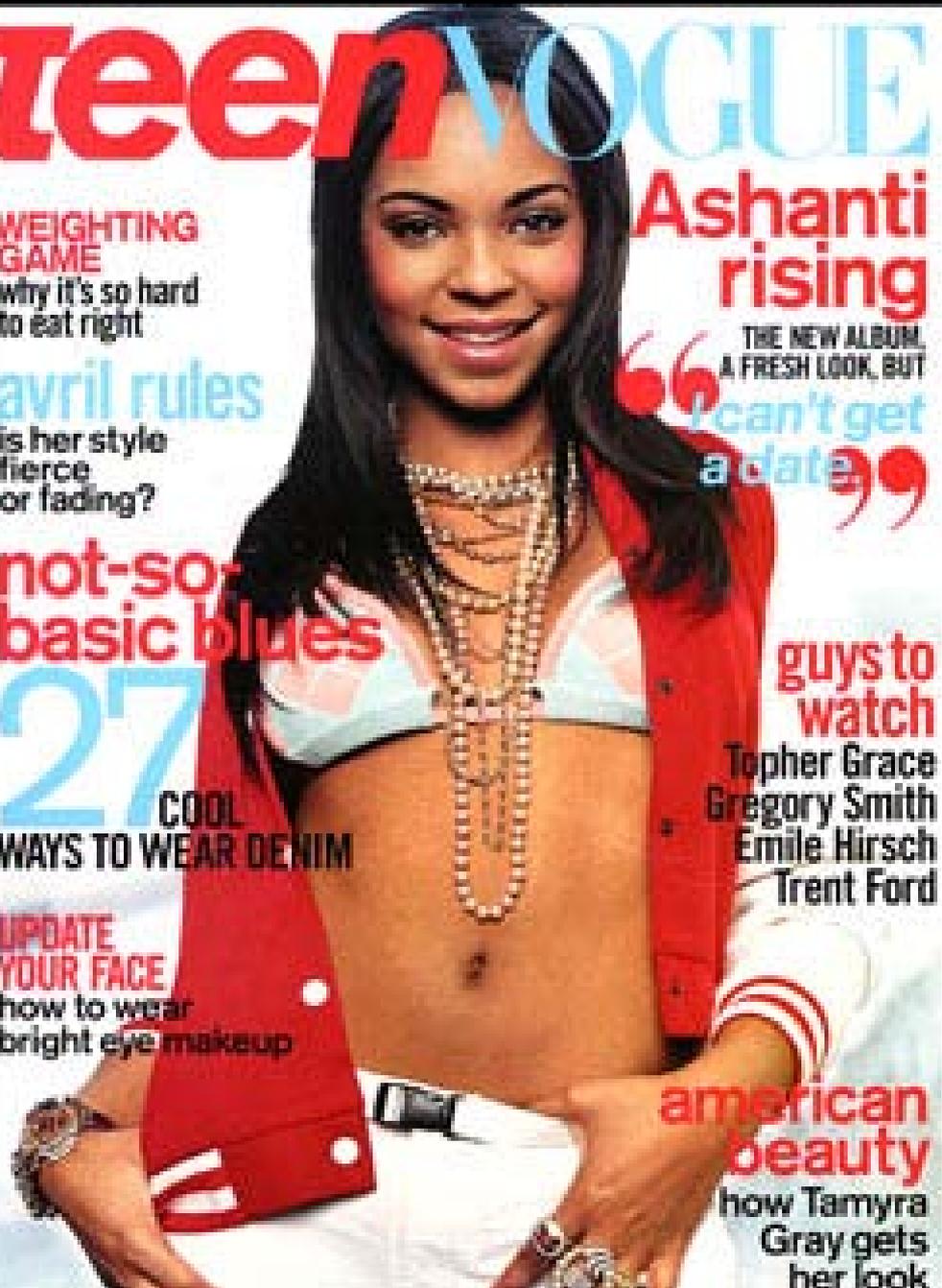
## how Tamyra

## Gray gets

## her look





# Cosmetic Surgery

- 11.5 million cosmetic surgical and nonsurgical procedures were performed in the U.S. in 2008 at about 13 billion dollars
- since 1997, these numbers show a 444% increase in the number procedures
- 9000 girls ages 18 and under had breast augmentation 2007 – with 80,896 having cosmetic surgery – a total of 326,233 if non-surgical procedures are included.

(American Society of Plastic Surgeons).

- **One study asked 3,300 girls and women ages 15 to 64 from around the world what they thought of their bodies and beauty.**
- **92% of teen girls would like to change \*something\* about the way they look.**
- **More than 25% were considering cosmetic surgery.**
- **Many parents are even giving cosmetic surgery as graduation gifts (mediascope, nd).**

# What a Girl Wants

eleven girls aged 8 to 16 interviewed

[click here for streaming video](#)

Producer: Elizabeth Massie

Editor: Jacob Bricca

Educational Distribution by the Media  
Education Foundation



What is the logical conclusion when women are objectified?



A woman with her hair in a ponytail is seen from behind, standing in a dimly lit closet. She has her hands on her hips, looking at the clothes hanging on the rack. The closet shelves are filled with various items, including shoes and bags. The lighting is dramatic, highlighting the woman's back and the textures of the clothing.

Nothing to wear

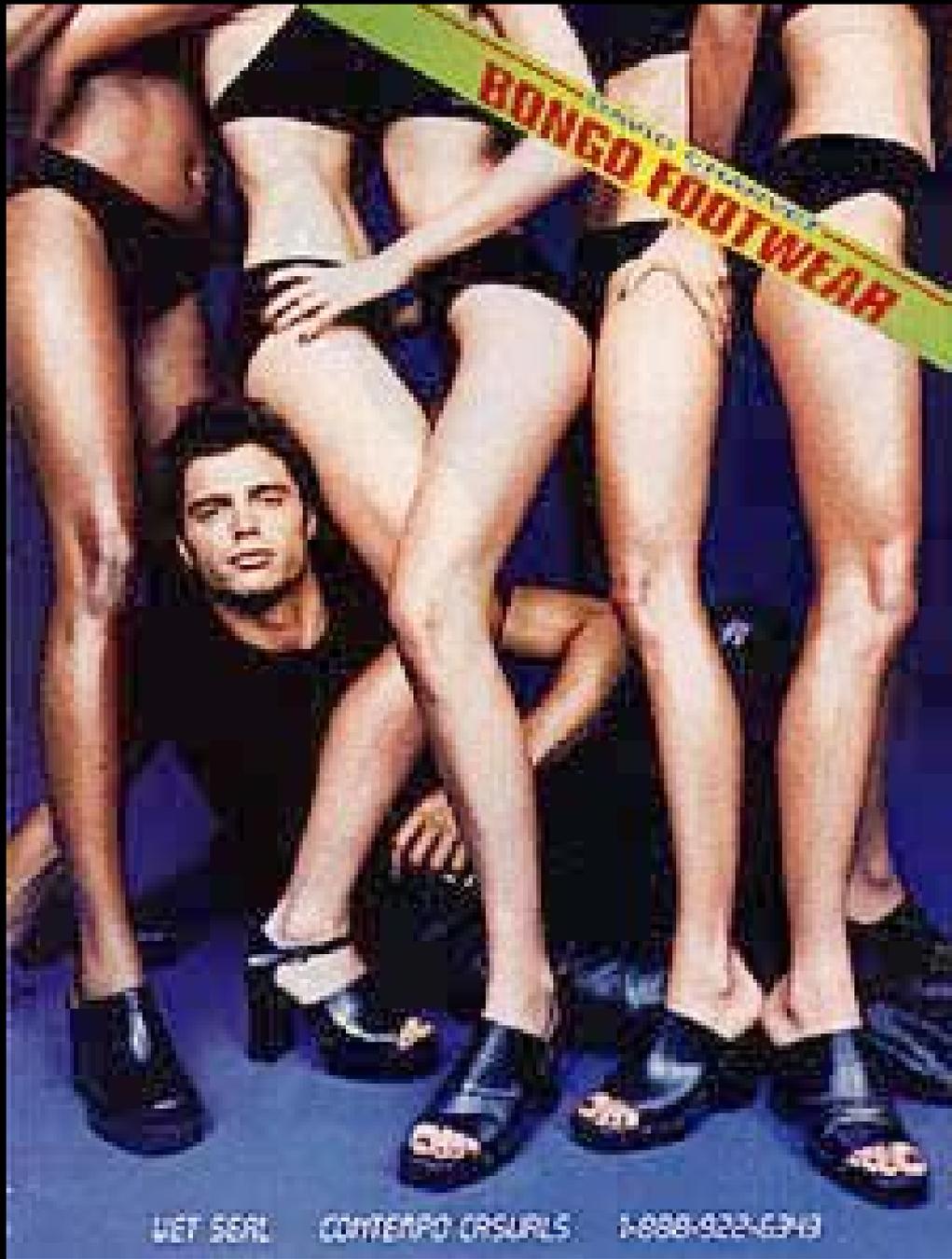
to the office

*that's why I*

**BLUEFLY.COM**







BONGO FOOTWEAR

NET SERI

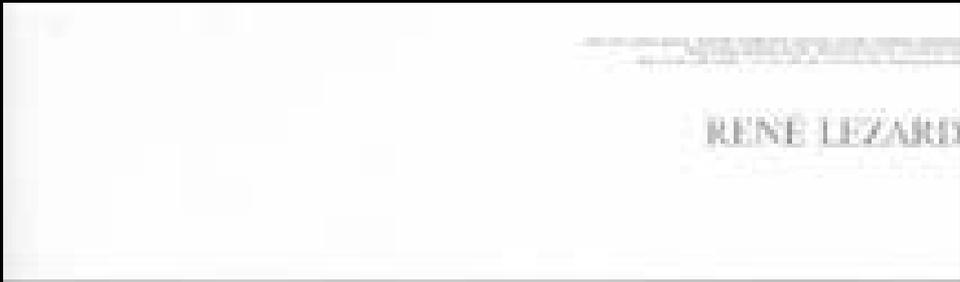
CONTEMPORARY CASUALS

1-888-933-6343

seniglo rossi

LOWE PIRELLA GÖTTSCHE  
LOWE PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE  
LOWE PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE LOWE PIRELLA GÖTTSCHE











# breathing space

Images: Robert R. Jones  
Styling: [unreadable]  
Hair: [unreadable]  
Makeup: [unreadable]  
Dress: [unreadable]





Frankie Van Alenik

Frankie Van Alenik

Frankie, as a world champion swimmer, you surely  
go through a lot of walls. A easy one, a hard one.  
Well yeah, it just matter you want to swim. But if  
you want the best swim suit with the American Express®  
Card, we'll replace it. No matter what kind of fish  
story you come up with.

Call 1-877-822-6166



**do more**



FASCIALI  
R. B. 12 74



*Giuseppe*

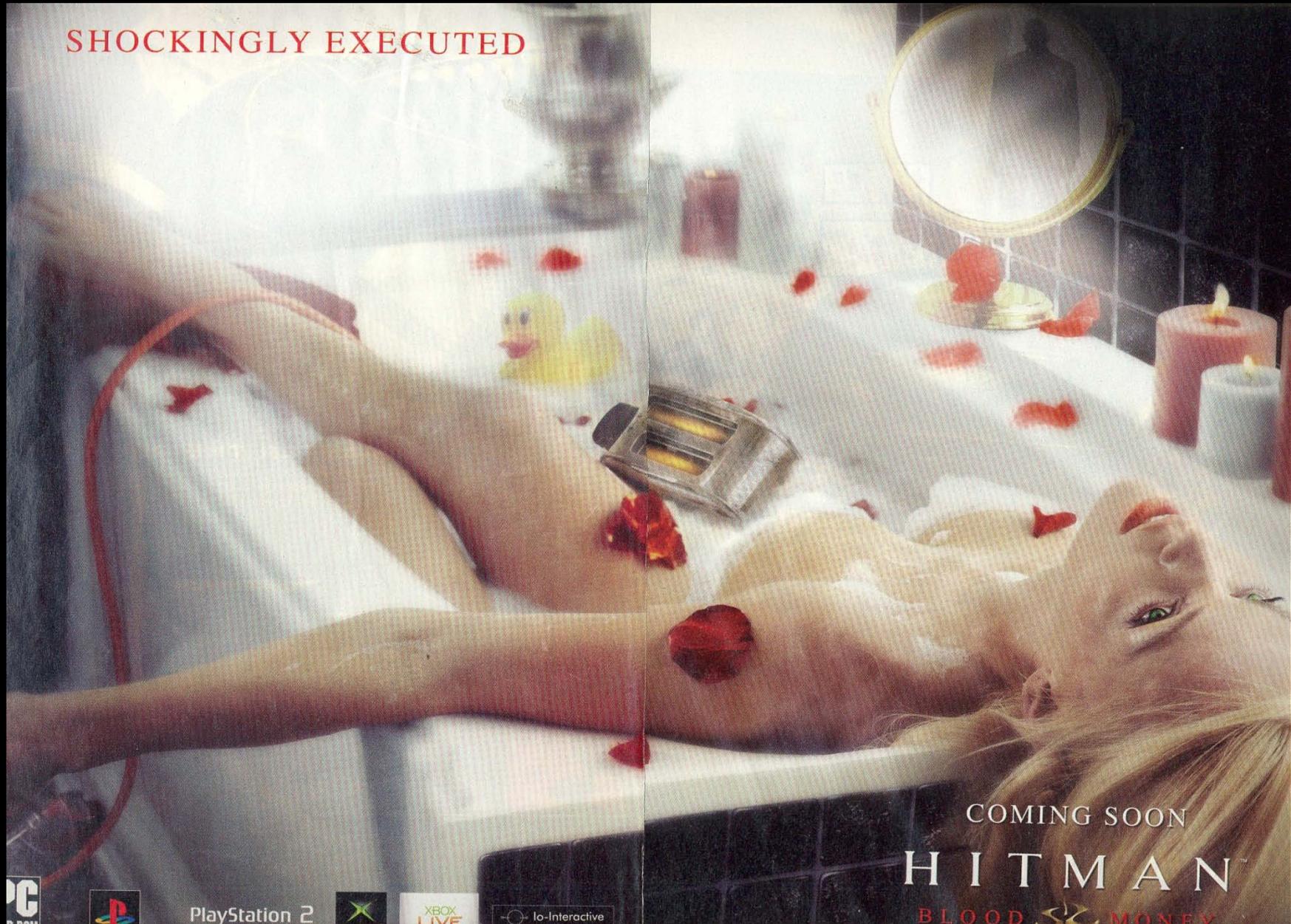
GIUSEPPE GIUSEPPE





Between three and four every Monday through Friday, in Berlin, Germany, the wax figure is displayed in a museum.

SHOCKINGLY EXECUTED



COMING SOON

HITMAN™

BLOOD & MONEY



PlayStation 2



lo-Interactive

There are positive signs of  
change!

[Click here for Video “Evolution”](#)

[Click here for video “Onslaught”](#)

*Mirror, Mirror on the Wall:  
Media & The Beauty Myth*

Jerry Zimmerman

Michael Strayer