



The Beauty Myth

By Naomi Wolf

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The Theory

- ▶ Women are forced or society's standards of beauty.
- ▶ The idea of physical beauty has grown as women gained more power.
- ▶ Women who are perfect are used to punish the imperfect women.

Work

- ▶ A women appearance plays a role in how she will be perceived on how capable she is at her work.
- ▶ There has been studies women with dark hair are preferred over blondes, apparently they seem more trust worthy and capable.
- ▶ Men are threatened of women in power
- ▶ Hiring and promotions based on looks

Culture

- ▶ “To live in a culture in which women are routinely naked where men aren't is to learn inequality in little ways all day long. So even if we agree that sexual imagery is in fact a language, it is clearly one that is already heavily edited to protect men's sexual--and hence social--confidence while undermining that of women.”
— Naomi Wolf, *The Beauty Myth*

Religion

- ▶ Is a factor on how women treat their own bodies
- ▶ The female body seen as feminine

Sex

- ▶ Women are over sexualized causing women to be seen as sex objects.
- ▶ “Men are visually aroused by women's bodies and less sensitive to their arousal by women's personalities because they are trained early into that response, while women are less visually aroused and more emotionally aroused because that is their training. This asymmetry in sexual education maintains men's power in the myth: They look at women's bodies, evaluate, move on; their own bodies are not looked at, evaluated, and taken or passed over. But there is no "rock called gender" responsible for that; it can change so that real mutuality--an equal gaze, equal vulnerability, equal desire--brings heterosexual men and women together.”
— Naomi Wolf
- ▶ Men are Trained to see women as sexual things

Hunger

- ▶ Women starve themselves to be beautiful, meanwhile people are starving all over the world.
- ▶ Starving for salvation

Violence

Men Violent Against Women

- ▶ Women are viewed as objects
- ▶ Rape
- ▶ Murder
- ▶ Sexual harassment

Women Violent To Themselves

- ▶ Starve themselves to be thin
- ▶ Eating disorders
- ▶ Cosmetic surgery