
MISCONCEPTIONS ON WOMEN BEAUTY- THE MYSTIC

Dr.S.Pavani, Lect. in English, TSWRDCW-KTDM, 9966088565

Article Received: 16/01/2024

Article Accepted: 14/02/2024

Published Online: 16/02/2024

DOI:10.47311/IJOES.2024.6.2.58

Abstract:

Mind-altering techniques of older cults and sects are aroused when pointing out beauty as a myth. As women released themselves from the feminine mystique of domesticity, the beauty myth took over its lost grounds, expanding as it wanted to carry on its social control work. For every women's movement, there is an equal and opposite beauty myth reaction. Women become more physically self-conscious in the workplace, Women in speech, Women and Costume, Women in Marriage, Women and Sex, Women and Health. One must suffer to be beautiful."

"L'un doit souffrir pour être beau" – French Proverb

In connection with the quote, women suffer centuries and are obsessed with beauty. The quote mentions that women have suffered for centuries in proving themselves to be perfect in the name of beauty, whereas no human is perfect.

Keywords: Women in speech, Women and Costume, Women in Marriage, Women and Sex, Women and Health.

Introduction

Mind-altering techniques of older cults and sects are aroused when pointing out beauty as a myth. As women released themselves from the feminine mystique of domesticity, the beauty myth took over its lost grounds, expanding as it wanted to carry on its social control work. As quoted by Betty Friedan, an American writer, "The feminists had destroyed the old image of women, but they could not erase the hostility, the prejudice, the discrimination that remained" in her book "The Feminine Mystic." In illustration, beauty lies within the heart and intellectuality of women but not in the skin care industries that promote beauty products. Women's beauty is related to fertility, which is inevitable and changeless. As Naomi Wolf says in "The Beauty Myth," it is always prescribing behavior and not appearance. For every women's movement, there is an equal and opposite beauty myth reaction. Women become more physically self-conscious in the workplace at this point.

Women at Workplace

Seeing the history of women, World Wars I and II played a significant role in women's lives. They began to work from then. Initially, it was their assistance, but later, it became their earning. In 1971, the law was accordingly made, and with this, a judge sentenced a woman to lose three pounds a week or to go to prison. Beauty had grabbed the attention legally in this context. Looking into the context of American working women during the 1970s, 1970's beauty played a significant role. Women who are good in their physics, those who are young and look beautiful, are allowed to do the job. Whereas in Great Britain, one who refuses to wear a sexually exploitative costume will lose the job. Even today, in the 21st century, women with white skin tones and who are primarily thin are considered the most beautiful women, and those with dark skin tones are not. This proves to be practiced more in the television and film industry and Miss India contests. Beauty lies in the behavior of a person, the ethics and principles followed by a person in the workplace. According to the Sociologist Barbara A. Gutek, only 35 percent of women believe they use their appearance for rewards in the workplace. Images of women in the beauty myth are remissive and stereotyped.

Women in speech

'Women's appearance is her speech' is the insistence that one should reject and talk beyond the myth of beauty, which could be the right step. The speech or the conversation among the women focuses on aesthetics and personal style, whereas it has to stand by the actual worldview on women's issues. Feminine mystique is all about having no choice for women, or it can be a false choice. Women began to see themselves differently in terms of presenting themselves as gorgeous. In grooming, adorning, and caring for herself in decorating her physic to impress someone, any creature can claim this naturally or unnaturally. One shall notice that the actual effort is between 'pain and pleasure' and 'freedom and compulsion.' The beauty is in the way we see the world.

Women and Costume

In the glamour world, either cinema or fashion, a woman is portrayed as an object of sexuality, which flatters self-esteem. This could be more effective. The liberty of wearing the clothes is not only she will, but it must inspire others. Moreover, comfort is prioritized, although discomfort has settled back onto our bodies. For instance, women in every profession have some dress that exposes their dignity. Being an Air hoister, she has to maintain her weight apart from maintaining her clothes, language, humility, etc...

Women in Marriage

A misconception of the outside world is that just because a woman looks good, she should marry as she can get a suitable groom. It is assumed that a woman's beauty is not something to be appreciated and embraced by the woman herself. Its real value is using it as a weapon to ensure a secure future. It became a commodity for a woman always to make her appearance look beautiful. A woman with beauty is celebrated more than someone who succeeded in her career. For instance, Aishwarya Rai is admired by most of us for her beauty, keeping her intellect aside. One of my experiences was the day I listened to the famous traditional concept of "Oggu Katha." We have various stories on the mythological accepts. One of the stories talks about the qualities and description of the bride. Yellamma tells her brother Beerappa how to choose a bride with certain qualities (physical appearance). *Ephemeral beauty* cannot be defined as actual beauty but is not long-lasting.

Women and Sex

As said in "Darwinian Aesthetics," "Sexual selection is the study of what might be called beauty perception and its role in mating competition in plants and animals. The human obsession with beauty differs from similar obsessions in other organisms." Beauty cannot be defined in the name of curves; instead, it has to be viewed with the character developed by an individual. According to the statement, the obsession with beauty in humans is similar to that of living organisms. Every being in this world is meant for mating to produce their future generations, for this beauty cannot be given priority. However, only love is needed within the couples, which generates beauty in the relationship.

Women and Health

In the name of beauty, the misconception made by most women on beauty is that they began to undergo surgeries. In the modern era, the wave has emerged where cosmetics and cosmetic surgeries began to rule—with this; woman started to hurt themselves in transforming their physical appearance. For instance, Liposuction is done by most women to reduce fat and is the fastest-growing surgery surgery. According to the New York Times, 11 women have died from the procedure. Here, the impact of the beauty concept is affecting most of our lives.

Overcoming the beauty misconception

Beauty concept can be categorised into four with different parameters. Firstly, superiority, self-development, individuality, and authenticity as value for beauty. Second, hierarchical process among the antecedents like social comparison, social competition, and social norms. Thirdly the consequences of beauty that is emotional, attitudinal, and behavioural aspects.

"One must suffer to be beautiful."

"L'un doit souffrir pour être beau" – French Proverb

In connection with the quote, women have suffered for centuries and are obsessed with beauty. The quote mentions that women have suffered for centuries in proving themselves to be perfect in the name of beauty, whereas no human is perfect. All the women must understand this fact.

References:

- Darwinian Aesthetics: Sexual Selection and the biology of beauty*; Karl Grammar, Bernhard Fink, Anders P. Moller's and Randy Thornhill
- The Beauty Myth: How images of Beauty are used against women*; Naomi Wolf; Vintage Publication 1991.
- The Second Sex, Simmon de Beauvoir; New York:Penguin, 1986 (1949).
- Why do women want to be beautiful? A qualitative study proposing a new "human beauty values" concept*: Emmanuel Manalo, Editor Published online 2018 Aug 3. doi: [10.1371/journal.pone.0201347](https://doi.org/10.1371/journal.pone.0201347)