

Discuss the impacts of beauty on sentiment and society

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People are naturally attracted by beautiful things such as the splendid landscapes, beautiful pictures even good-looking men. Beautiful materials would give various influences to human emotions and society. In the essay the exploration of the impacts of beauty on sentiment and society will be undertaken with a focus on the pros and cons impacts of beauty on human emotions, culture and economic in society.

The human love for beauty can be derived from the ancient period. Beauty is a universal, timeless, highly appreciated value. Ancient philosophical analyses prove that the triad of Beauty, Truth, and Goodness are the highest value, absolute virtues which together constitute the Best of Soul. (Eugenia, 2014) But why do people favor the of appreciation of beauty? As far as I am concerned, it is the joyful feelings that beautiful objects give to people that attract people to appreciate beauty. Beauty has power to impact people's sentiments. But the feelings are complex.

Attractive people, having a resource valued highly in society, beauty, hold significant personal power. They provide observers with esthetic impressions, while for interaction partners they are a source of many social rewards: they evoke admiration and jealousy in the surrounding group, raise self-esteem and prestige (Eugenia, 2014).

This implies that beauty can give people enjoyment as well as negative effects.

On the positive side I would like to start with the joyful sentiment given by beauty.

Previous research described that “awe” is a kind of emotion express when people see beauty and beautiful objects.

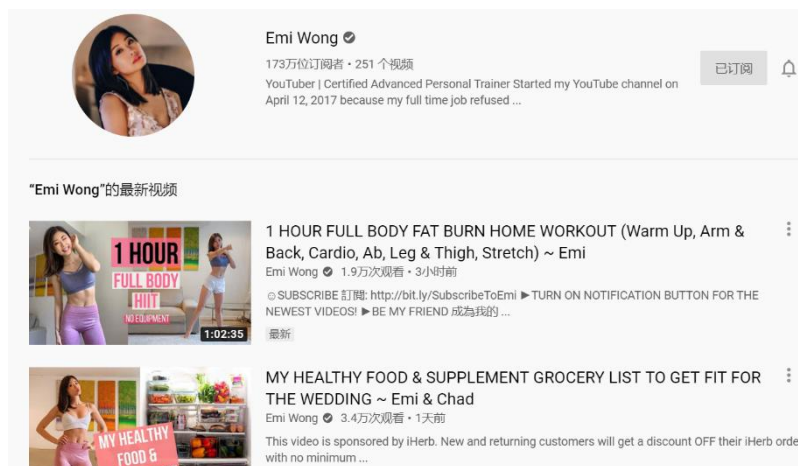
Awe is a positive emotion that is characterized by amazement and wonder. While awe is typically known to occur in the presence of grand beauty, such as panoramic scenery, recent studies suggest that beautiful objects can also evoke awe (Felix, Joya and Jane, 2020).

It's hard to explain how does “awe” appear. As Gary Matter (Hosey, 2013) said that “Instinctively, we reach out for attractive things; beauty literally moves us”, chasing beauty is human instinct. Thus, “awe” is a nature expression. This mystery instinctive emotion is one of the reasons for people paying beautiful contents. Besides, a joyful sentiment-beauty gives people the ability to reduce negative emotions.

Notably, research focusing on the emotion of awe demonstrates that it facilitates the

need for accommodation, meaning that it motivates consumers to revise their existing knowledge or mental structures. As such, awe—elicited by a beautiful product or advertisement—can decrease the potential issue of negative reviews (Felix, Joya and Jane, 2020)

This can explain why people with good looking faces are easier to attract audience in social media. People feel joyful and decrease awful emotions when they see beauty. Thus, they would prefer to subscribe to videos which has content that is related to beauty on social media to reduce their negative emotions, such as watching beauty teaching fitness on *Youtube* such as the fitness course taught by Emi, Wong (Emi, 2020) or see travel introductions and popularize by beauty such as *exploressaurus* posts on *instagram*. (*exploressaurus*, 2020) As the images I show you below.



Emi, W.(2020)



exploressaurus. (2020).

Besides create joy, beauty can also motivate people's curiosity to explore the context behind beauty, developing economic, disseminating culture, and some of them can become the inspiration for artworks.

For instance, in the east there are many novels and movies that use geisha as archetype. *Geisha*, *geiko*, or *geigi* are Japanese women who entertain through performing the ancient traditions of art, dance and singing. (Geisha, 2020) For hundreds of years, the embodiment of love and passion has been the domain of the geisha, and to a people for whom these emotions have rarely been a part of everyday life, the geisha remains a living symbol of romance. (KAY, 2001). *Memoirs of a geisha* (Marshall, 2005) was a typical movie which was motivated by a geisha narrating how a girl from a poor fishing family became one of Japan's most celebrated geisha. Another geisha movie named *Sakuran* (Ninagawa, 2007), where a young girl is sold into a red-light district brothel and tries to adapt to life. (IMDb, 2006) After suffering various ordeals, she becomes an *oiran* (the most popular geisha), she gives up the treasure and status that she possesses turning to chasing her true love. The mystery of geisha and their legendary love stories motivating audience's passion to explore the story behind those females. In some way, geisha culture also disseminates and protected Japanese culture. Tourists are eager to explore and experience geisha performances when they visit Japan. Thus, geisha culture can be remained till today.



Memoirs of a geisha(2005)



Sakuran(2007)

On the other hand, in the west we can find many movies that are inspired by beauty are derived from historical figures. For instance, a famous British royal story in history between Wallis Simpson and King Edward VIII was adapted to a movie named *W.E.* (Madonna, 2011) which is based on Wallis Simpson's life, tells the story of Edward, Duke of Windsor, who gave up the throne for her. The places they visited have become popular travel destinations today. And the Empress Elisabeth of Austria, another famous beauty in Austria history was adapted to *Sissi* (Marischka, 1955) talks about the life of beautiful Empress Elisabeth of Austria. The cruise ship she took on her wedding day in the movie has also become a classical travel route. These people existed in the history, although they have gone, their stories and spirits remain, inspired generation by generation. Today people once again performed their stories on the screen, using beauty to attract people remembering the history as well as disseminating culture.



W.E.(2011)



Sissi(1955)

The influence of beauty on culture and economy can be presented in various industries. For instance, the beauty accesses ACG industry in China impacts a lot to culture and economics. Animation Comic Game (ACG) is a Chinese subculture that revolves around anime, manga, and video games. (ACG, 2019) The contents of ACG are involved various culture especially Japan and China.

A beautiful model named XiaorouSeeU is activated in ACG platform. Once she dressed herself like Judy Hopps, a character in the animation *Zootopia* (Howard and Moore, 2016). Her images of dressing like Judy Hopps was extremely popular at that time even disseminated to Japan. Japanese praised XiaorouSeeU “completed CG” “so

beautiful”. (Kantsuu, 2016) CG means computer graphics, the use of a computer to produce and manipulate pictorial images on a video screen, as in animation techniques or the production of audiovisual aids. (Computer Graphics, 2020) Here it means the appearance of XiaorouSeeU is likely come from the computer, she is perfect and unreality. Her images popularize *Zootopia* as well as broadcast the ACG culture to the world.



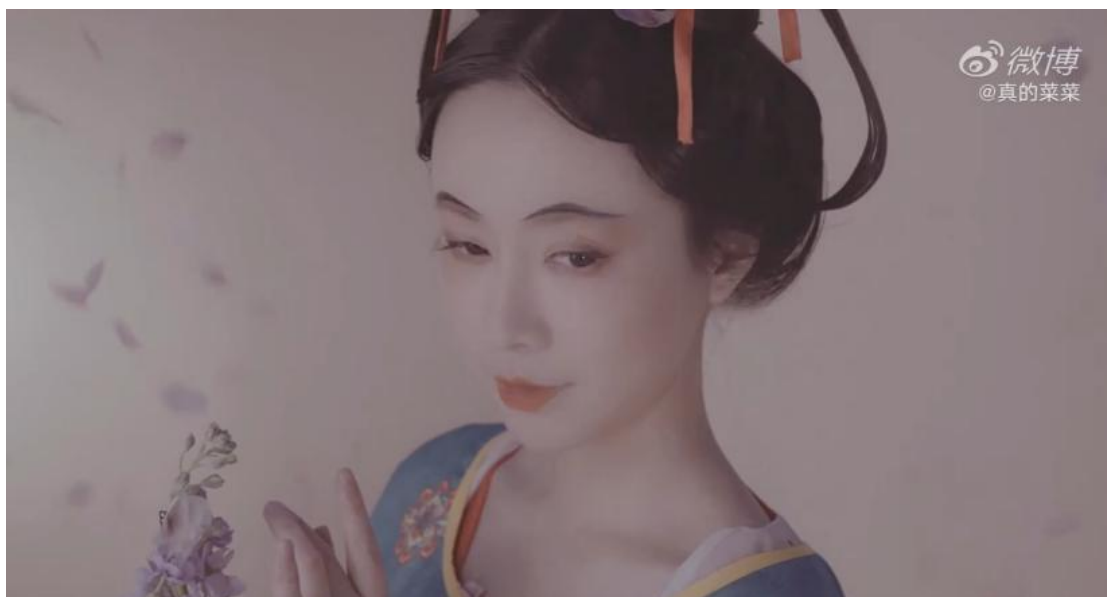
XiaorouSeeU.(2016)



Judy Hoops (Zootopia, 2016)

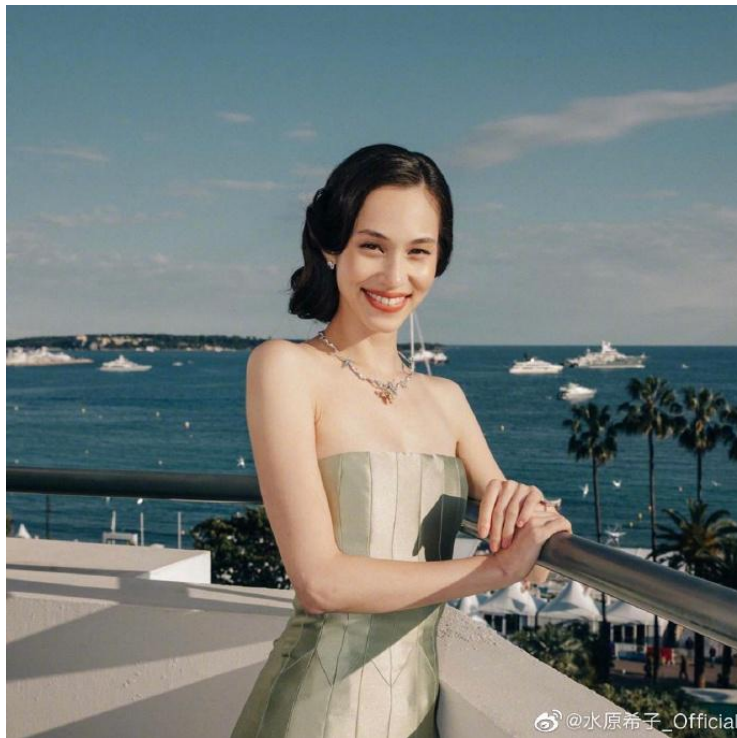
Chinese culture also merges with ACG culture. (ACG, 2019) ACG remains a stage for people who are obsessed with traditional Chinese costume to show their ancient Chinese clothing. (Ancient Chinese clothing, 2020) These costume fans would dress in ancient Chinese clothing and do some performance on the ACG exhibition stages or shoot clothing stories. One of the famous Chinese cosplay models named Zhendecaicai (Zhendecaicai, 2020) is a leader of ancient Chinese clothing. Looking through her artworks, I am impressed by her changeable style; big eyes, small nose and oval face makes her able to handle any kind of character. On 5th of the April 2020,

she posted a cooperation video “*Pictures of woman in Tang dynasty= A woman fashion guideline for Tang dynasty*” (Zhendecaicai and Li He, 2020) with a photographer named Li He in Chengdu Linxi studio(Li He, 2020), introducing different woman dressing styles in different periods of the Tang dynasty. From make-up, hair styles to costume patterns, with brief introductions, they devoted to restore every detail. The charming of the beauty in Tang dynasty display once again in front of the world.



Zhendecaicai and Li He. (2020)

Beauty is a considerable icon in make-up and fashion industry market. Females who have beautiful faces and shapely body are particularly favored by commercial photographers and fashion companies. One analysis of 69 American woman magazines revealed that 94% displayed an image of thin-idealize model or celebrity on the cover. (Brit and Marika, 2007) Beauty is able to gain more attention from the public. Thus, the cooperation between beauty and fashion companies can help each other obtain more popularity and promotion. For instance, Kiko Mizuhara, a famous model from Japan was invited by DIOR to attend Cannes film festival in 2019 promoting the festival as well as the brand.



Kiko Mizuhara(2019).

Besides, beauty icon also can be a stimulation for consumer to arise their buying inclination in commercial market. For instance, Kim Kardashian is famous in her plump body shape and she is also a successful merchant who uses beauty to sell products. She designed *Kimoji* and sell it into Apple store. According to Kardashian, *Kimoji* is a kind of Emoji was launched to commemorate the birth of her second child with Kanye West. *Kimoji*, which is also integrated with iMessage, Instagram, Twitter, Facebook Messenger and other social platforms, costs \$1.99. In the Apple store, there are 250 Emojis in *Kimoji*, including her famous buttocks and boobs, as well as her pregnant face. On the first day *Kimoji* enter apple store, it couldn't be download for a while and Kim also posted a message on Facebook to apologize for the *Kimoji*'s hot sale that broke down the apple system and this action leads the peak in *Kimoji* consumption. However, a research reported that *Kimoji* generated 1 million dollars income for Kim only in two days after it published. (Eryan, 2015) That is a massive success in the beauty of marketing.



Kim,K.(2020)Skims.

On the negative side, research demonstrates that beauty would make females feel worse about themselves and negative emotions would hurt the female physical and mental health once they start compare themselves with beautiful models. Attribute to social comparison, when female compare themselves with beautiful model, they would notice their weakness, which lead negative mood and body dissatisfaction. (TIGGEMANN, POLIVY and HARGREAVES, 2009) For example, viewing fashion magazines which include thin beauty images has been found to predicted body dissatisfaction. (HARPER and TIGGEMANN, 2008.) Analysis to find out that current societal standard of beauty extremely emphasis the desirable of thinness, and thinness at a level difficult for female to reach by healthy means, it would cause lower self-esteem, increase depression, excessive dieting practices and the emergence of clinical eating disorders. (TIGGEMANN and MCGILL, 2004)

Beauty would lead a trend of aesthetic which would influence people's value about beautiful. Renee Engeln demonstrates that the beauty like Kylie Jenner who has cemented a massive following on her selfie-filled Instagram account have really come to represent beauty trends. (Julia, 2018) Beauty can defines the beautiful standard in people's mind. And those people who don't fit in beautiful standard would be

recognized as unflattering.

In 2019, a Chinese actress Yizha Re dressed a yellow T-shirt appeared in Shanghai airport. This dressing triggered network consensus and violence hurting her deeply. Many people argue her dressing when the medium took her photos and put it on the social media. Some of them feel her dressing is improper because of her mild-fat body shape, even an entertainment news reported that “Her dressing style is too inelegant, she has muffin tops and necklace is almost down to belly. Is it the reason for wearing so bold and unrestrained to attract people? I have to say, as a celebrity, she is almost naked, which is very inappropriate.” (xiaohuiyushu. 2019) This report pointed out that because of her imperfect figure, dressing like this is not looking good. In other words, it criticized undemonstratively about the dissatisfaction of her appearance.



Baijiahao (2019)

Chinese traditional culture admires thin-idealized shape of female. Historically, the Chinese people have favored women with ultra-femininity. (Eugene, Mark and Kari , 2015) Some Chinese literary quotations have described the beauty in light figure such as “tripping lightly like a startled swan” (Zhi Cao, 222 B.C.). Thus, in Chinese aesthetic, thin figure becomes a judgement of the beauty. It is the Chinese traditional opinion of beauty that influenced society value about beauty nowadays. In Yizha’s

event, the society consider Yizha's dressing is not fit in beautiful standard, it is inappropriate, inelegant and shamed to show her body weakness in public. Thus, she should not dress like this.

But is there really any standard to define the beautiful? Beauty varies from culture to culture. (AFP,2016) Each beauty has its own uniqueness. There is no reason to set a standard to define it. For instance, beauty standards in China and United Kingdom have many differences. UK online *pharmacy Superdrug Online Doctors* recently created a project called "Perceptions Of Perfection" (Superdrug online doctor, 2015). This project picked a woman image and photoshopped it into 18 different styles, which showed the different beauty standard in different country. I pick up two image one from UK and one from China to analyse the differences. The woman image in UK is slimmer than the original one but the face does not have many changes whereas the woman in China looks extremely skinny and the face changes so massive that cannot recognize she is the same person as the original image. The result shows the distinction of beauty standards between China and UK directly.



Superdrug online doctor (2015)

As you can see, different cultures have massive differences in beauty standard. In Chinese opinion, maybe they would feel British beauty is too fat, and in British opinion, maybe China beauty is sick and creepy. Thus, there is no reason to define beauty standard.

Female should have freedom to decide what do they look like. Whatever the choice they made, society should not use “properly” or “beautiful” to limited their beautiful freedom. Female should not be restricted to society's perception of beauty. The decision of dressing what kind of costume, doing what kind of make-up, wearing what kind of shoes should be grasped by woman herself rather than social perceptions.

In conclusion, beauty does have good and bad effects on society. In the good aspect, we should make good use of the power of beauty to promote the economic and culture development. But the stereotypes and hurts that beauty brings to people and society also should not be underestimated. We need to amend the uncorrected value about judging beauty, respect everyone’s opinion and thought.

People chase beauty because they want to fit in the ideals to make them feel better. But beauty cannot be defined. Maybe the beauty in your eyes means nothing for others. Feeling good and become a better person, the best way is not to chase beauty blindly, but being confident and loving yourself.

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