

Members: Student Group #1

Topic: Beauty

Goal: To argue that the transnational exchange of images due to technological advances and availability has played a major role in the perception of beauty.

Approach: We first introduce the idea that "beauty is in the eyes of the beholder" and explain how perceptions of beauty vary across the world not only due to personal levels of beauty appreciation but also due to general preferences based on skin colors in different cultures. We'll also examine the differences of advertisements of same brands in different countries where beauty standards are different. Similarities of these advertisements will be examined and interpreted as results of globalization. As the world becomes smaller and smaller due to technological advances, people across the globe tend to appreciate some common elements in beauty

Each member will research certain topics that support main ideas:

Student A: As technology spreads through the world, so do advertising and other forms of media. One effect of this is to establish unifying norms of beauty and behavior.

Student B: The plethora of studies and surveys on the topic of increasing body dissatisfaction in women around the world raise interesting questions regarding the increasing prevalence of media and the perception of ideal body size and shape.

Student C: Wealth plays an important role in skin color preference in different cultures. However, globalization acts as a centralizing force in the perception of beauty as regional communities become more worldly.

Student D: Globalization has led people to be more willing to change using cosmetics, makeup products, and even plastic surgery

Creation of presentation: We are going to try to distribute the work equally between group members so no one is overwhelmed. Meetings will be decided by email and members will have work to prepare before the meeting. When making the presentation, we will all contribute to the making of the slides. The powerpoint is going to be a shared document and when changes are made, other members are notified. This way, each member will have the same amount of familiarity with the slides.

Presentation: During the 15-20 minute presentation, each member will speak for a 4-5 minute block (in the same order as approach). When a member is speaking, the other 3 will be off to the side to minimize distractions. As for questions after the presentation, they can be addressed to a specific member or to the group as a whole. When the question is not specifically directed, any one of us can answer or add one to another answer.

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