

The of beauty in
africa is quite



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The study on the influence of DSTV music channels on perception of people on beauty is quite a broad concept; what or who is considered beautiful varies among cultures. What remains consistent is that many notions of beauty are rooted in hegemonically defined expectations (Barke, 2010). Beauty is subject to the hegemonic standards of the ruling class (Saltzberg, 2012). Beauty connotes celebration of worth, value, quality, essence, and desirability.

Hence, the concept of beauty in Africa is quite broad, and varies from one cultural community to another (Vimbai Matiza, 2013). Beauty issues and subjection to dominant standards is not the sole domain of Black and White women. The mass media especially the DSTV music channels plays a significant role in the promotion and introduction of new ideas in beauty (McCabe & Matiza, 2013).

It can also be said that the DSTV music channels is the most widespread and influential conveyor of socio-cultural values regarding ideal body size and shape, which creates an understanding of the ideal man and woman (Butler & Watt, 2010). DSTV music channels appears to be the main factor impacting on a woman's body concern, and also as a source and most powerful influence on body image perception. Newspaper, magazines, television and internet have been demonstrated to play a strong role in creating a current perception of the ideal man and woman. DSTV music channels portrays images that promise social acceptance for men and women, therefore these body types become desirable, especially by women. Today's advertisers generally emphasize the importance of physical attraction, which often puts pressure on men and women to focus on their appearance.

These advertisements often may have significant effects on men and women, women particularly, who may have fear of being unattractive or old (McCabe et al, 2013). Constant exposure may influence audience to be self-conscious about their bodies and to be obsessed over physical appearances as a measure of their worth (Pareles, 2012). Body image in men shows that boys as young as 8 years old show concern over being the right shapes and many adults men's self esteem is related to how good they feel about their body shape. Women are thought from an early age to be body conscious, they are under constant pressure to be a role model to their children, and to stay skinny and attractive.