

The culture of beauty

Sociology



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The stereotypical bleached blond, silicone-enhanced, toned bodied and presumably dim-witted “ bimbette” gets the attention from both sexes. Men want them. Women want to be like them, especially young, impressionable females who still don’t fully appreciate the term “ superficial.” The “ Barbie Syndrome” is a symptom of a society that is focused on looks to the disadvantage of everyone.

The idea that youthful looks consequentially translates to youthful desirability and energy is common and helps to further the concept of the body as an object. Many studies regarding this phenomenon make a direct and dangerous connection of an appearance driven society with ever-increasing instances of eating disorders, particularly among teenagers. It’s not only the media reinforcing image worship; teenagers follow the example of adults who are increasingly utilizing plastic surgery to improve physical features. Ultimately, it is a society that decides what the idyllic human form should be and consequently, it is the duty of the adults to decide to what degree if any, physical attributes define an individual’s value. It is also the society that responsible for ending the ridiculous, seemingly ingrained idea that the looks a woman was born with outweigh any accomplishments she has earned with hard work, and dedication.