

Best is the new worst
and glamour, that
certain something



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How the media affects our perception of beauty and 'being cool' In the world today it is seen that media plays an important role in affecting the behaviour and perception of many people. Media has used different platforms to convey the messages to the audience which are easily being picked by them. Adolescents are considered to be the most prone group for applying the guidelines as laid down by the media. Media plays a great role in the society in changing our views about beauty and 'being cool'. The history of desirable women can be traced back to the introduction of print advertising when women with curves were considered to be beautiful and cool. Print media showed women with long hair and meat on their body to be the most desirable. However gradually with time the perception of being beautiful changed from limited curves on a woman's body along with short hair. Media revolves around the concept of picking up an ideal fashion of the society and conveys it to the audience so that the audience can adopt that particular fashion. It is through these channels that the large audience is being controlled by the media. People who watch television get inspired by some sort of fashion and try to adopt it. To become cool in the society one tries to imitate the person that they watch on the different forms of traditional media. Media does affect our perception of beauty in one way or the other and at times this can prove to be disastrous for the people whose perceptions are being tangled with (Gallagher 2009). References How the Media Changes Our Perception of Beauty. Tammy Gallagher. 2009. Associated Content.