**How Beauty Standards Set by the Media Impact Women**

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Assignment Due Date

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Beauty has a significant link with mental and physical health because of the shared intimate relationship. The media has been a critical part of society that continues to shape the idea of beauty. The major problem is that this affects the beauty trends, self-esteem, and body image concerns among many women who now engage in life-threatening beauty trends for the sake of social acceptance. The media drives the agenda of what is ideal, leading to body dissatisfaction, disordered eating, and low self-esteem as the exposure increases. Therefore, beauty as per media standards creates numerous challenges, which affect women's perception of their bodies. The beauty standards set by the media harm women because they are unrealistic and lead to unhealthy behaviors.

The idealization of female celebrities by the media exposes women to unattainable beauty standards. Mills et al. (2017) opined that images of models accompanying various products in advertisements mislead women. This is because they associate a product with certain beauty standards. Exposure to idealized bodies harms many women who wish to look a certain way because they consider it perfect. The problem is that these advertisements seek to appeal to potential buyers and use deception to win people. The idealization of the models only creates more challenges that affect how women view themselves. Therefore, training women to avoid falling prey to these advertisements could change their idea of beauty and get them to a new trajectory that pushes them towards improving their body image.

A lack of diversity in the definition of beauty is a challenge to many women. The media idealizes female celebrities who are slender, tall, and have a light complexion (Oakes, 2019). Women from different ethnicities who do not fit into this triage do everything possible to meet these unwritten beauty rules. Exposure to beauty ideas on social media networks can negatively influence one's body image. For instance, people with dark skin will want to lighten their skin, while those who are overweight will embark on unhealthy diet combinations to lose weight and achieve the ideal body size (Fioravanti et al., 2022). If the media can provide diversity in their projection of beauty, they will expand the idea of beauty and body image to accommodate many women.

Some critics argue that changing what one looks at in the media can positively impact their body image. According to Cohen et al. (2019), body positivity is easier to achieve when viewing positive content online. The argument reflects on the need for personal awareness, thus ensuring that one does not chase the ideal in the name of looking perfect. The rise of body positivity content can create better body image standards. Women who consume such content will find it useful in generating their own perception of beauty. However, Tran et al. (2020) differed with this statement, noting that using makeup among YouTube beauty influencers helps them more than choosing a more naturalistic outlook. In an industry with disparities in pay, sponsorships, and subscriber count, women of color perform poorly compared to their white counterparts. Therefore, no matter how much society wants to challenge the beauty standards, the reinforced ideals keep pushing the agenda towards comparisons.

Overall, the depiction of beauty in the media affects how women view themselves. The lack of diversity created a loophole that challenged the idea of beauty by idealizing tall, thin, and light-skinned models. The calls for body positivity may be a step towards winning over more people, but the industry has deep-rooted challenges that affect how people view themselves. The media has become the basis of defining beauty, yet it underrepresents reality. Women need to understand the role of the media in deceptive marketing and make choices that improve their well-being. The current standards the media projects harm women’s perception of beauty rather than affirm it.

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