

American Beauty-

Who
Am
I
Supposed
To
Be
?

There is a limited advising market for Women today, they are over represented as a stereotype of a white, skinny, longhair woman. But if not acted on this problem will never be resolved. Women have had issues being heard and respected throughout history and over time the amount of issues has narrowed.

The podcast "Rags to Riches" makes it very clear that woman during this time have no power over their life, they do this by telling the readers about the life of Jane Franklin and how her life is an example of how woman in the 1700's never had the choice to live their life in any other way other than marriage and children. A very unfortunate and miserable force of society.

Then we move to *The Feminin Mystique*, where she discusses the issue all woman began to have about the issue of this consistent cycle of marriage and children. This made woman feel as though they had no life and no purpose other than to find a husband. This is yet another example of how society puts pressure on woman and restricts them into a certain way of life.

Advertising becomes a major issue, feeding information to young women in America about how they should look and act. From advertisements in 1923 titled "every young wife must make the decision" feeds into society's issues of associating young women with marriage, since this is thor path in life. And other advertisements such as the *Miss Sophomore* advertisement from 1933, which shows that society places a limited view of beauty, on all women forcing them to be seen as an unrealistic hourglass figure and developing the world for the 21st centuries issues of advertising.

After white woman received the right to vote, they left the fight to gain all women's rights to african american woman to fought alone. Barbara smith who created the *Combahee River Collective Statement*, discusses how after fighting for so long to have a right to be heard and to have careers, are now leaving african american woman alone to fight this battle of African American women's suffrage movement.

Fast Forward to today, after all these issues women have gone through and fought for we are now facing issues revolving the limited advertisements for women as talked about in The ted talk *Natural Hair* by Celebration of natural hair by cheyenne Cochrane who talks about how now in america after every woman has rights, african american women are now being suppressed because they don't fit into society's idea of beauty, due to their hair.

Finally we are starting to notice these issues as we discover models are getting skinnier and the average clothes sizes for women are increasing. Which are all pressing issues we must fix.

1700's

The podcast "Rags to Riches" makes it very clear that woman during this time have no power over their life, they do this by telling the readers about the life of Jane Franklin and how she was married off at a young age, 15 years old, and spent her life raising her children and her grandchildren. But what is the most impactful in the story of Jane is that the podcast stated is that "she remains in the station to which she's born." (Rags to Riches) which means she never will grow out of the place she was born or the class she was born into because as a woman in this point in time you had no rights and no option to get out of a legally bound marriage.



1700's house wife
from *The Life of a
colonial house wife*

1933

Fast forward to 1933, advertising is still a major contributing factor to the ongoing societal issues going on with woman. Body images of women have always been a major misconception in advertising, making everyone think women should look a specific, non achievable way. The classic long legs and hourglass figure.

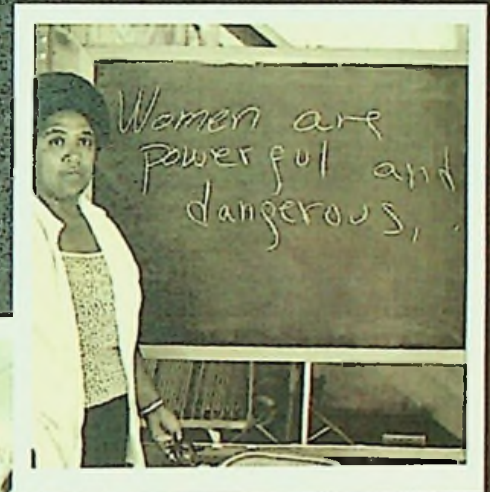
For example the advertisement for "Miss Sophomore Slip" by the Durable Undergarment Company, shows the advertisement for sleek undergarment made to show off the ideal woman's curves. The issue with this is that this body figure is nearly impossible to achieve. This causes women to crave to be something they are not, and when they don't look this way they begin to lose their own identity. This is still an issue today, advertising only a selective image of woman that is unrealistic.



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1977

Eventually women gained rights to vote, but all of a sudden it became evident that only white women gained the right to vote leaving all african american women all alone to fight for all woman suffrage. Barbara smith, creator of *The Combahee River Collective Statement*, showed how African American women were left behind by white woman to fight on their own for equal rights to vote as stated in the article "As Black feminists we are made constantly and painfully aware of how little effort white women have made to understand and combat their racism.." (Smith,4) This shows that white woman fighting for their woman rights made it clear they were fighting for only white woman rights which meant all others were left to continue the fight for women's suffrage on their own.



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21st Century

Women are still fighting the discrimination of today's beauty standards, which are falsely assumed in advertisements of beauty. According to Cheyenne Cochrane in her TED talk "A celebration of natural hair", Advertising sets examples of beauty that are not natural or even unachievable for most women, such as long straight hair. This causes African American women to be seen, in society's eyes, for their curly coarse hair, which causes them to damage their hair in attempts to fit in by doing harsh treatments in hopes to straighten hair.

Cheyenne points out that women try and alter their hair in hopes to make a more professional appearance. In a study done about women of color covering their natural hair in the workplace, she discovered that "82 percent said that it was somewhat to extremely important for them to do so for their professional advancement. (Cochrane). Proving that women of color are struggling to fit in due to the fake perception that advertising puts on women's hair.



dyson corrale



Current

Now in today's society, after solving the issues of women's suffrage, and the ability for women to do whatever they want in terms of careers and opportunity, women are still faced with a major issue that has yet to be resolved, the underrepresentation of women in advertising. According to Boston University's article regarding advertising for women in today's society in the article "Unattainable Standards of Beauty for Today's Woman". They tell how today's women are advertised as this unachievable skinny model but in reality it is nearly impossible for women to achieve. As the article states "Victoria's Secret fashion models have become thinner, with smaller busts, waist, hips and dress size, whereas their WHR remained constant." (Boston University). This shows that the ideal image for women is getting further and further from reality as time goes on.



How to Get Involved:

As hard as it sounds, don't fall into the ideas of society. Do what Cheyenne Cochrane does, which is embrace your own style and natural beauty.

Advertisements do not need to tell you what to be. DO what makes you happy for your own beauty. The more individual woman start to do this, the further we will get from this false advertising.

One woman's clothing store, Aerie, is known for their #AERIEREAL movement. This movement is fixing the issue of limited women's representation in advertising by showing all their models for their natural beauty, which means no photoshop and no anorexic models. They do a wonderful job representing all different races and body types of woman. They also work with many organization involving helping women in all sorts of ways.

One of the organizations they help is called the HERproject, this is helping women all around the world which states "HERproject is a women's empowerment workplace program focused on women workers health needs, financial inclusion and gender equality." (HERproject).

To get involved you can go to Aerie's website and buy from them to show that you rather purchase from a woman's clothing company that represents all woman, instead of companies who advertise woman as a false body type. This information can be found at <https://www.ae.com/aerie-real-life/better-world/>

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Just
Be
You