

Photoshop Level: Media and Society (A Study in Context of India and South Korea)

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Abstract: In the context of India and South Korea, how media and society actively playing crucial role in the representation of women's ideal body image. Current beauty trends are strikingly resembled with westernized ideal body image. Media and society are promoting change in body in to ideal type through different measures like skin lightening products and cosmetic surgeries as native appearance of Indian and Korean women in to Western ideal image is unattainable through natural means. Extreme modified images (Photoshop images) can be easily observable in Indian and Korean magazines as well as advertisements which causing severe body image dissatisfaction among women as a result eating disorder, Negative moods and low self-esteem etc are easily observable. Being a patriarchal society, emphasis are more given to achieve ideal body image to achieve success in professional as well as personal life. Objectification and Beautification has taken front seat and essence of inner of beauty left behind in this era of media and its huge influence on views of society.

Keywords: Women, Ideal body image, Media and Society.

1. INTRODUCTION

If you observe Indian and Korean magazines and advertisements, the chances of seeing curvy, extreme fair, yet underweight, electronically modified model is very high. There is no doubt that Entertainment industry of India and South Korea playing great role in it as they idolising western beauty standards. While thinness, fairness and double eye-lid idolized in Korea where as thinness and fairness idolized in India. The number of women that desire to have idol beauty reached new heights in India and Korea .Media's portrayal of ideal image of women is becoming thinner and smaller in size. Media along with Society give people desire to act in certain ways and create action. (Pollay, 1986)

A study done by J.Walter Thompson's advertising team found that women of Indian villages and towns that their "conventional media and normal distribution could not reach were still able to buy their Pond's products and did, and this further reinforced the idea that desire for beauty is universal."In more developing and patriarchal societies, the pressure on women are greater as Kim Taeyon discussed in her article, *'Non-Confucian body and: Women's body in Korean Consumer Society'* that "The more beautiful women is, the more her values increases in both the marriage and employment market. 'Korea, in particular, has rewarded beautiful people with well playing jobs, improved marriage prospects and respect. In such environment, choosing to alter one's body is a necessary rather than an option. Again, beauty is compulsory."

Media can influence the way that people view their society, as Nabi and Oliver discuss, the influence of media on views of society with respect to beautification that " Audience think that such contents shapes what other people will think is acceptable or unacceptable in society."(Nabi and Oliver, 2009) Media depiction of the idol image is very influential, because they directly or indirectly convince people this image of idol body is most desirable which every women dream off. This is well observed phenomenon in society of India and Korea that since the birth of girl child she have been taught through various social actions that beauty is linked with numerous important aspects of life such as professional success, upward social mobility, ease to get desired life partner and happiness.

When members of respective culture fail to achieve these beauty standards then this promotes the severe body image dissatisfaction (BID). BID derives the desire of change in body among Indian and Korean women as they are imprinted

from childhood through media and society that how beauty can change your future. Why is achieving ideal body image so crucial? Well, from the past “Indian and Korean society were male-dominated and they occupy the majority of positions in politics and highest positions in the workforce. They set the ideal standard that women must meet in order to get desire social, political and economical status.” To present time “ Gender quality reforms, feminist movements helped at some instance however still women are directly or indirectly getting feed for modify their appearance to become more “beautiful” in order to hold desire status and role in society.” This paper studies role and influence of media and society in promoting ideal body image among women through imprinting the members of society. This observational study is in context of traditional as well as developing modern society i.e. India and South Korea.

2. THE SIGNIFICANCE OF THIS STUDY

The purpose of studying women’s body image promoted by India and Korean, media and society are becoming very important in present course of time, because of the increase in number of fairness and beauty products, cosmetic surgery and extreme dieting measures followed by normal or underweight women of India and Korea to achieve this so called ideal body image to stand out in society and for achieving the desired status. There are many factors that contribute to body dissatisfaction among women such Peer pressure and family. The media plays crucial role in how women view their body, and can strongly reinforce the information that women receive from the other influential groups, family, peer group and society (Becker and Hamburg, 1996).

3. BEAUTY IDEALISATION: INDIA AND SOUTH KOREA

Ideal Images:

India and South Korea’s current beauty trend have strong resemblance with westernised beauty standards. In addition to achieve new body image they have to extend their cultural horizon. They have to possess strong intellectual capability, independent women but at the same time they are not allowed to let go of their own cultural heritage. They are still expected to obey the gender norms about female chastity and modesty standard established by society as well as working on to achieve image portrayed by media. Thus, new Indian and Korean women should have combination of global exterior with Indian and Korean core respectively. Through which we can see dualism created by media and society for Indian and Korean women to follow up.

Popular Methods:

It has been already stated that current trend of beauty standard in both India and South Korea are based on Westernised image. However, native of India and South Korea generally do not have physical features similar or nearly close to the western one, women born with Asian or native appearance is shown beauty standards that are unattainable through natural way (Jung and Lee, 2009; Minjoo and Byoungil, 2006). To achieve this lack of physical feature like western ideal both country promoting different methods i.e. *Skin lightening and cosmetic surgery*.

In India, skin lightening creams (many products consist bleaching agent) are available at every near shop in different packaging and prices as per economical and need of user. Magazines and Advertisement are full of such products. Such beauty products company hires reputed model or actress to promote these products whereas cosmetic surgery are not yet much popular among masses (but still stands among Top 5). Unlike India, South Korea is known as ‘The Plastic Surgery Capital of World’ as streets and subways are filled with advertisements of the surgery clinics even promising to give you larger discount. Being one of the largest producers of cosmetic products many of these products contain skin lightening agents and they prefer to hire foreign models and celebrities to promote such products.

Advertisements promising Success:



Such advertisements are easily observable in market, shops, magazines, streets etc promising you to give desire beauty you always wanted to attain. Advertising media promotes these products as this is the only way you can accomplish goals of your life and how your skin colour will become fairer in use of 2-3 weeks. The way whole scenario promoted as only lighter skin tone can give you self-confidence and success in walk of life as well as desire life partner. Media sells such products through casting the naturally lighter toned models and Celebrities. And influence the views of members of society by selling the dream through non-realistic advertisements.

Effect on Women:

Many studies have been conducted shows that being exposed to these ideal type body images creates great or short time effect on women like weight concern, negative mood, self-consciousness, lack of confidence, increase in introvert behaviour and a decreased perception of one's own attractiveness (Posavac and Posavac and Weigel, 200; Stice and Shaw, 1994; Thornton and Maurice, 1999). Study shows that Korean women have more disordered eating behaviour than western counterparts (Jung and Forbes, 2007) and seems more dissatisfied with body which is not much different from condition of Indian women. This dissatisfaction for prolonged period of time can cause depression or illness related with eating habits.

4. CONCLUSION

In Present course of time, role of Media and Society can be easily observed in India and South Korea as both of these nations are greatly influence by Western Culture and still believe in religious or ideological fundamentals of own. Media and Society working as a reversible reaction. Media cashing the weakness of members of society after highly modifying the standard of native beauty with western beauty and promoting it day and night through television advertisements, magazines etc. Native beauty standards are drastically changed in to Westernised ideal type.

To fulfil this desire of image as promoted by media and society shows increase in number of cosmetic surgeries and sale of skin lightening products. Only difference in surgical procedure is that in South Korea, operations on the face are more popular whereas in India, operation on rest of the body. In past decades skin lightening and whitening products recorded dramatic growth of average of 32% in India and South Korea. This is the effect of day and night imprinting of media and society working on mind of women and resulting in action.

It can be concluded that ideal body image represented by media and reinforced through society influence the mindset of Women, promotes alter in body to ideal type body. Concept of inner beauty left way behind in this electronically Photoshop level of Media and non-electronically Photoshop level of Society which causes dissatisfaction among women towards own body. This is high time to stop and think upon what kind of beauty standards are getting promoted and how negatively it's affecting.

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