



Pogontseva D.V.

Representations of modern youth about external beauty of the woman

In given clause the problem of modern representations about external beauty of women rises. The analysis of descriptions of external beauty of the woman by student's youth of Rostov-on-Don is lead. The basic characteristics of the description of female beauty are allocated.

Keywords: external beauty, proportions, symmetry, hair, eyes, representations.

Recently even more often scientists of various fields of knowledge the problem of studying of representations about ideal appearance and beauty that fitness-centers, spa-interiors is dictated by active development of advertising of cosmetic means, plastic operations rises. Each second advertising shows modern « ideals of beauty », standards to which it is necessary to aspire. It is necessary as to emphasize, that in the given context we speak about an aesthetic ideal, as about an image of « due beauty » which exists in consciousness of the person, being « the maximum subjective criterion of the aesthetic attitude to the validity in its all kinds » [2, 8].

In turn the external shape is construct which is multi-semantic, aim-semantic formation which interpretation is influenced by all complex of characteristics of a situation of the dialogue which has been built in defined socio-cultural a context. V.A. Labunskaja [1] specifies that appearance of the person is defined as set steady (individually-constitutional characteristics of the person), среднеустойчивых (appearance registration: hairdress, cosmetics, ornaments, clothes) and dynamic parametres of expression (expressional, nonverbal behaviour), which are in existential structures and psychophysiological on process psychophysiological, psychological and socially-psychological components of structure of the person the world. Thus, it is possible to note, that modern « the industry of beauty » influences not only changes not-static and dynamic parameters, but also actively influences steady parameters (a figure, a constitution).

What evidently to confirm the given assumption, we have lifted a question on representations of modern youth on external beauty. Moreover we can assume, what exactly the youth becomes a retransmitter of those representations about « ideal appearance » which exist in modern advertising and mass-media. The majority of authors L. Kirkvud, T. Lehti, D. Sing and others considered various aspects of influence of mass-media on the attitude of people to, own body and beauty as a whole. However in Russia the given aspect remained are don't popular in science.

For consideration of representations of modern youth about external beauty of the woman, we had been interrogated students of various high schools of Rostov-on-Don (SFU, DGTU, RGSU). 134 young persons and 207 girls have taken part in research, in the age of from 16 till 25 years 341 человек, from them. Students were



offered to give the free description of externally beautiful woman. All the received results have been subjected to the frequency analysis then ranged and analysed. In given clause, it would be desirable to allocate some conclusions.

From 341 persons 14 person have not given the answer (7 girls and 7 young men), for absence of the answer as answers «all women were considered are beautiful» and «such as my girl/mum/grandmother». Thus, in the further answers 327 person were analyzed. In total it has been named 1498 positions describing various aspects of appearance of « the beautiful woman ». Thus young men gave less quantity of answers, on the average 3,96; while girls on the average gave 4,97 variants.

We had been allocated three most often repeating characteristics: hair (twisted, long, healthy, fluffy, short, dark, light); figures (good, correct, «guitar», «sand-glass», harmonious); an eye (greater, expressive, almond-shaped, color) (data are presented in table 1).

Table 1

Frequency of a choice of characteristics of external shape

	Hair %	Figure %	Eyes %
F	65	61	47
M	61	50	32
F+M/2	63	55	41

Thus, we can note three most significant characteristics in the description of appearance of the beautiful woman: these are hair, a figure and eyes. It is necessary as to underline that the majority of advertising messages is contained by these characteristics, however on a level with it the given characteristics, precisely also are described and in fairy tales, both Russian, and the people of Europe. It is interesting to notice that the same respondents specified that outwardly beautiful woman should possess proportions 90-60-90 (9) and thus to have a narrow waist (7 of 9). Thus, it is possible to say confidently that the given proportions «are taken» from mass-media and advertising, thus respondents do not represent, how these proportions look. Thus, we can say that youth репрезентирует the stereotypes existing in a society and advertising. Other characteristics met much less often, however, considering that the question was opened, such frequency of a choice is significant and indicative. Moreover, if to take into consideration more rare answers, probably, to construct a certain image which exists in consciousness of modern youth. It is high or average growth (72 answers) the girl, with a symmetric/proportional constitution (50), with long hair (78), with dark hair (50), well-groomed (77), with the big eyes (39), with «a modelling» or sports figure (30). However to define sources of occurrence of the given representations very difficult. It is possible to assume that the modern youth synthesised the knowledge received from fairy tales and Russian folklore, on the one hand. And the knowledge received from modern advertising and mass-media, on the other hand.



The Literature

1. Labunskaya V.A. *Ekspressiya of the person: dialogue and interpersonal knowledge.* – Rostov-on-Don: the Phoenix, 1999. – 608 p.
2. Stolovich L.N. *Categor fine and a public ideal.* M.: Publishing house Art, 1969.
3. Kirkwood L. *An Artist’s Perspective on Body Image, the Media, and Contemporary Society* // *Journal of Nutrition Education and Behavior* Volume 37, Supplement 2, November-December 2005, Pages S125-S132.
4. Liechty T. *Body image and beliefs about appearance: maternal influences and resulting constraints on leisure of college-age women* // A thesis submitted to the faculty of Brigham Young University in partial fulfillment of the requirements for the degree of Master of Science, Department of Recreation Management and Youth Leadership Brigham Young University, April 2004.
5. *Singh D. An evolutionary theory of female physical attractiveness* // *Psi Chi* Vol. 10, No. 3, pp. 18-19, 28-31.