

2013


The Beauty Mark

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Recommended Citation

Bruington, Annie; O'Brien, Connor; and Topete, Jackie, "The Beauty Mark" (2013). *Women's Studies, Feminist Zine Archive*. Book 24.
http://digitalcommons.chapman.edu/feminist_zines/24

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Introduction

We are here to talk about beauty standards/myths/marks and how they are utter bullshit.

We do not think that beauty is a universal standard.

We do not think that beauty is solely defined by your face/body/limbs/fingernails/elbows/nose/chin/eyelashes/teeth/thighs/breasts/stomach/ears.

We do not think that beauty standards should be forced on anyone, yet society forces them on everyone.

We think the getting-ridiculed-by-society-for-not-matching-the-beauty-standard and the getting-ridiculed-for-matching-the-beauty-standard-in-some-way-by-those-who-don't-match-it concepts are fucking ridiculous.

We think it's wrong that certain people are deemed less beautiful because of the color of their skin.

We think it's fucked up that so few people in this world actually feel beautiful.

We do not think that media should be teaching us these standards, but they totally are.

We do think that **NO ONE** should be judged or ridiculed based on their physical appearance alone (really no one should be judged or ridiculed at all).

We do think that the degradation of people based on their unchangeable physical traits is petty, cruel, and taught to us by a patriarchal society.

We do think that the insecurities people feel about their bodies and the attempts to modify/change/conceal their insecurities are taught to us by a patriarchal society.

We do think that **EVERY PERSON IS BEAUTIFUL.**

Ass Seen On TV

A Male Perspective on Objectification

Whether we agree with it or not the **media permeates** our lives and has a strong influence on society. The media simultaneously reinforces norms while at the same time projecting its own value system on viewers. The twisted reality that has unfolded leaves millions of women ashamed of their bodies and desiring one specific body type: skinny, tall, white, long legged and full breasted. Well I'm here to call bullshit. Not a single guy I know is attracted to the anorexic models that seemingly all women desire to be. What gives the media the right to tell us what is beautiful? The sad truth is, although many people claim media literacy this shit still works on them. Sure you can identify that an advertisement is riddled with sexually explicit material yet you don't give a damn **as long as it's catchy**. For example, today I was watching the NBA playoffs (go Warriors) and an advertisement for a new Beats product, "The Pill" came on. The commercial is partnered with RadioShack so it must be harmless right? RadioShack is a rather mundane and unexciting neighborhood electronic store so one should expect the typical people dancing around to music that you see in all audio commercials right? Wrong. First off the women are hardly dancing, more so strutting around in practically

nothing but chrome **short shorts and tiny tops**. Next is the fact that the product's shape is incredibly phallic and there are multiple shots in the 30-second clip of it near the woman's mouth like it's a fucking hot dog. Finally are the sexy nurse outfits- sure the product is called The Pill and I get the connection with nurses but this is utter objectification of these women. The nurse outfits are nothing more than see-through plastic ponchos with red



crosses over their nipples- incredibly tasteful... They could have easily taken the high road and made a more tasteful ad of a women doctor

prescribing The Pill but instead they went the typical raunchy **overtly sexual** route. Such is the way of our media. As sad and annoying it is, **sex sells**.

So here we are living in an age where it's not uncommon for women, as well as men, to develop a poor self-image. Such an image leads to eating disorders, depression, and even suicide. Anorexia and being thin is glorified. Models are idolized. Men want a six-pack and biceps (fun fact: biceps are virtually useless and are considered uniquely a beach body

muscle). Women want to be a size zero and have double Ds. Yet as prominent and blatant as this is in our culture hardly a ripple of resistance is made. Tasteless advertising that directly feeds our sensual addiction has been normalized and **the people in power give zero fucks**. They're happy making money even if that means killing a few consumers along the way.

In our society where looks matter most and peer judgment is highly regarded the media becomes the ultimate **beneficiary of our self-consciousness**. The saying ignorance is bliss rings true for me right about now because I'm tired. I'm tired of seeing the systematic oppression. I'm tired of inequality. I'm tired of seeing women be treated like meat. I am tired but until justice is brought I **will not sleep** in peace.



Robin Thicke...

TLC: How much are we learning?

So can we please talk about the programming on TLC? A network focused on learning seems to do almost nothing but educate. Or they're hoping to brainwash their audiences with their pitiful excuses for "learning".

Let's start with *Say Yes To the Dress*, shall we? The show that made shopping for wedding dresses more expensive than my tuition a current standard for weddings. The show that ranks the happiest days of a woman's life.

1. Her wedding day
 2. Her proposal day
 3. The day she buys her wedding dress
- These women endure these pilgrimages and save their money for years to afford a dress worth more than my goddamn college tuition to wear on her wedding day, the single happiest day of her life. This is the day that she will look the most *beautiful*. These (already beautiful) women usually have a sad story to tell, reeling the audience in. Because her mother/father/sister/brother/fiance/self was sick/went through hard times/unemployed, you're supposed to feel sorry for her. You're supposed to want her to find "the perfect dress" and look *beautiful*, no matter the cost. In fact, this makes you want to see her spend more. The sad story earlier makes you want to see each family

So what is TLC teaching us? *Extreme Couponing* hides underneath a thrifty facade, but teaches women that their place centers around putting food on the table, no matter how hard they have to work for it. *Four Weddings* makes women compete against each other to see who has the best "best day of her life". Are they teaching us camaraderie? Are they teaching us educational values? Are they showing us strong independent women that are not considered "weird" or "crazy"? Absolutely not. The Learning Channel has once funded by the Department of Health, but has fallen from grace. Fallen hard. Why are they teaching backwards gender roles when they could spread some "learning" about something incredibly less oppressive.



Excuse you.

Yesterday, I presented my thesis. Pretty awesome. We had to dress professionally, so I wore the nice, black dress I own. It's a bit tight fitting, it has that pencil-skirt sort of fit. It made me feel confident and pretty. After presenting, I drove home. I drove into my parking spot, I saw a man catch my eye and change his path towards my car. I got out of my car to find him standing there, staring at me. I politely said hello, so that he would know I was there. He smiled and did not move. I continued about my business and to show him he wasn't important to me. I had to lean a little awkwardly to lift my heavy backpack out of my car and realized that my butt was sticking out a bit. I knew this man, this stranger, was standing there staring at my butt. I turned around to find his mouth hanging open, quickly averting his eyes to make it seem as though he hadn't just been staring at my butt. But he had been.

So I calmly said "Excuse you". Not trying to be rude, just letting him know that his behavior was unacceptable. Then he went into a fury of excuses about how he was just trying to get in his car and how I was in the way and BLAH BLAH BLAH. I might have believed it, but his gaze slowly dropped to my breasts.

member pitch in to the fund for the dress, stretching their budget to its limits, so that you can watch the heroine of the story get her dream dress and enjoy the third happiest day of her life.

What Not To Wear is one program that holds great personal hatred. Inspired by the British television show that taught women to feel confident in their bodies and learn how to shop in was that flattered their bodies; both of these aspects of the show fed off of each other and had women leaving the show feeling more comfortable in their own skin. To make them feel beautiful in their own way. It was NOT about being fashionably beautiful. It was about the individual beauty. This bastardized, ripped-off version focuses on ridiculing women for the clothes they wear and changing them and making them some socially acceptable, "fashionable" version of themselves. They become fake. They feel uncomfortable with what they're wearing. They don't feel happy or beautiful, they feel uncomfortable. How shitty is that? This teaches women that other people will like her and think better of her because of the way that she dresses, only after being ridiculed for the way that they used to be, the way that they liked to dress.

The scariest aspects of learning come from *Toddlers & Tiaras*, a show focused on the sexualization of young girls. Parents blow thousands of dollars on their infants as young as 3 days old (I'm not even exaggerating) to spray tan them, put them in dresses full of Swarovski crystals, create custom wigs and teeth for them to wear, and parade them for mere \$500 prizes. These girls are taught that the way you



look is the most important. They're supposed to smile and wave and be cute while wearing a bikini so revealing that it wouldn't be considered appropriate at a public beach. Any young girl who watches this is going to know that, in the back of her mind, looking like a mannequin is considered "beautiful".

So I said "Excuse you. That's not acceptable to stare at my chest." Then this asshole starts yelling at me about how I'm probably some cunt-loving feminist and he can stare at me if he wants to and I'm asking for it because of my tight dress.

So I said "EXCUSE YOU. It is unacceptable to talk to a woman in that way, it is unacceptable to degrade non-heterosexuals, and it is not acceptable for you to stare at me if I do not want it."

What I meant every time I said "excuse you" was "FUCK YOU".

"FUCK YOU for staring at my butt."

"FUCK YOU for staring at my chest."

"And **FUCK YOU** for participating in patriarchy in this way."

*fuck
you*

Not Down Enough With the Brown, Must be White

You look to white to be Mexican, but you look to Mexican to be white. So what does a normal Mexican woman look like? Short, brown eyes, long dark hair, usually curly, ugly teeth, wears gold jewelry and has a pissed off look on her face. So what does a normal white woman look like? Tall, skinny, blonde hair, blue eyed, perfect white teeth, always smiling and wearing expensive clothes. Okay. Well my grandparents were born in Mexico, but I was born in America. So that makes me Mexican-American. So is there a normal look for a Mexican-America woman? I'm not sure what that girl looks like, but I am 5'4, have dark brown eyes, long curly dark brown hair (when I don't dye it), I brush my teeth three times a day and floss every night, I hate gold jewelry, I'd like to think I smile a lot, but I do sometime rock my relaxed bitch face and I shop at Forever XI. Hmmm... So I reminisce on how others have define my ethnicity based on my looks.

Mexican kids in Junior High, Santa Ana, CA:

"You're too pretty to be Mexican."

"You're too light skin to be Mexican."

"Well if you are Mexican, why do you dress like that?"

"You smile too much to be Mexican."

"You're not hairy enough to be Mexican. My little sister shaves everyday."

"Mexican girls don't look like you."

White kids in high school, Watertown, CT:

"Wait, you're Mexican? But you look too nice to be Mexican."

"OMG! Your hair is so long, are those extensions? Oh never mind, its cause you're Mexican."

"Shouldn't you have gold teeth or something?"

"Why isn't your hair in a braid?"

"But I thought Mexicans wore like ponchos?"

"You're so ethnic looking. You should say you're Greek or something like that."

So wtf am I (according to other people)? I look to white to be Mexican, but I look to Mexican to be white... I'm confused. For such a long time, I spent every moment of my life trying to fit into one category because lets be real, no one wants to feel like an outsider. So for a short period of time, I started to buy clothes I couldn't afford, I got blonde highlights in my hair and whiten my teeth. Do you think anyone thought I was white?! I fooled some people, but I mostly got blank stares and a lot of WTF looks. So for another short period of time my hair was my natural dark brown, I stopped straighten my hair, I wore less makeup, I dressed like a real Mexican; however I still refused to wear gold. I thought this was the solution; change myself to fit into a category. Wrong. So I'm officially creating a new category. It's the, I am a Mexican-American, but will dress and look

however the hell I want and IDGAF about what you think I should look like category.

Teresa, the Mexican Barbie

Teresa is Barbie best friend. They look and act exactly the same, except Teresa is darker.

Teresa is tall, skinny, has brown eyes, dark hair and always has a smile on her face (literally). Teresa likes to cook and third wheel with Barbie and Ken. Teresa lives in



Malibu, CA in her "Casa de Teresa" mansion. Finally, there is a Barbie that a young Mexican girl can look up to. Not! For starters, Teresa is constantly in Barbie's shadow. Basically, Teresa is Barbie's bitch. Barbie is the HBIC, head bitch in charge. The

only thing different between Barbie and Teresa is their skin color. Teresa tries so hard to be just like Barbie. They dress the same and act the same. People still associate Teresa as the other Barbie. Teresa is not as good as Barbie

because she is Mexican and not white. Also how noble is it of Barbie to have ethnic friends? The Barbie industry wanted the Barbie cast to be more diverse and appeal to a bigger audience of young girls. However, all of Barbie's diverse friends look just like her just with a different skin color. It is impossible that every ethnicity in the world can be exemplified with the original Barbie's body type. So basically every young girl in the world should admire Barbie because that is what all the Barbies look like. Barbie looks are impossible. Barbie is not real. Barbie is an image of what society thinks is the perfect woman. Teresa is not a hero. She is just a doll for the industry to play with (no pun intended). Teresa is not a Mexican Barbie, she is just Barbie with darker skin.

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The world is so much more than what the eye can see. It's our duty to create the most informed and mindful society we can so that we may achieve understanding and compassion for all people. Let us open our hearts to the meager and oppressed and tend to them so that their voice may become strong.

A Final FUCK YOU

1. Fuck you to the people that intentionally make someone ugly
2. Fuck you to the people that intentionally make someone feel not beautiful
3. Fuck you to the people who set and enforce beauty standards
4. Fuck you fuck you fuck you
5. Fuck you to the companies that advertise to women by making them feel bad about themselves
6. Fuck you to clothing companies that make women and men feel ugly for not buying their clothes
7. Fuck you to anyone who thinks that scars/marks/unique characteristics make someone not beautiful
8. Fuck you fuck you fuck you