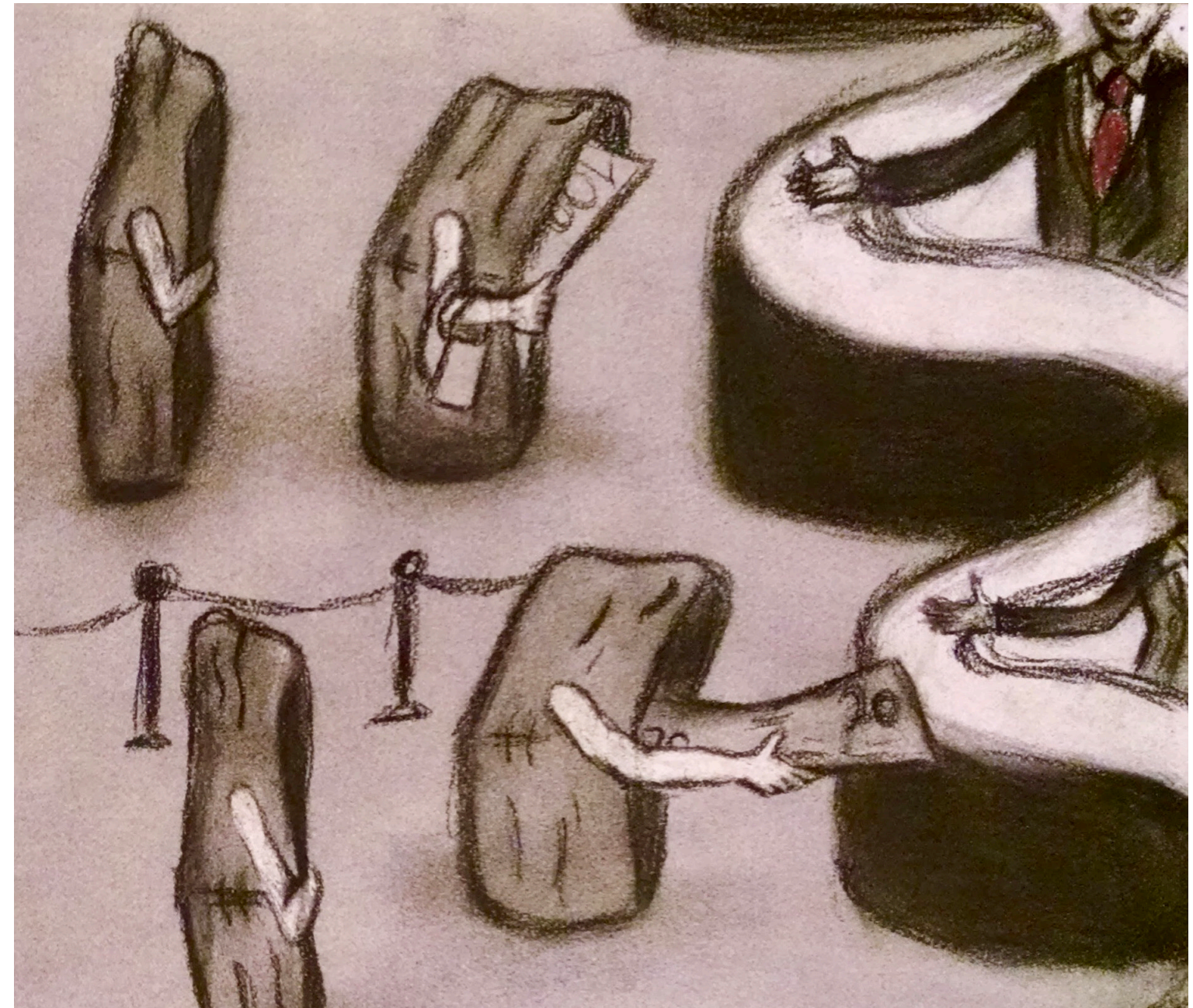


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A look at the zombified and genocidal beauty standard created by deregulation in the advertismment industry.

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GLOBALIZATION VIRUS



Everyone has insecurities, and everyone has looked in the mirror before and thought negatively about their bodies. There is always a desire to redefine ourselves and change the way our bodies look. We have the freedom to remake ourselves however we want, but is it our freedom that creates this desire to take on a new body? Or has something else produced this desire? According to McLellan, “the mass availability of television, the rise of informational technology, the fusion of satellites and computers and the impact of instantaneous electronic communi-

cation reaching into all corners of the globe has had a profound effect on the way we see both ourselves and our relation to others” (McLellan, 121). Globalization has completely redesigned how certain companies promote and advertise products, and they do so with our own body image in mind. These companies have produced and tapped into the biggest market for selling their products: insecurity; changing the way we think about our bodies, and giving us the idea that we have and must act on the opportunity to change the way we look.

This type of globalization often comes from one part of the world, pushing a single type of body as the ideal beauty standard: the western body. The idea of orientalism has been around for hundreds of years. This idea places nonexistent attributes onto the east in order to define the west, and vice versa. Globalization has used a combination of this age old idea of orientalism and insecurities in the production of advertisements as a way to sell the “fix” to orientalism, or “oriental” looks. Whether we consciously or unconsciously realize this, these messages

create a standard of “oriental” beauty that actually looks more like the Western ideals of beauty, which have been internalized by millions after years and years of their neverending presence. Companies have created a way of synonymizing “westernized beauty” and fair skin with modernization, sophistication and affluence - and they know exactly that they are doing so. This is something that you can’t simply convince someone of overnight; this is a deep rooted invented racism against one’s own body which people must be conditioned to believe over long periods of time



“...we [have] become walking zombies, enslaved by a created desire to consume...”



through constant reassurance, which is what the advertisement business understands and relies on to sell their clients products. From a young age advertisements and social media conditions us to believe that our lovability depends on what we look like, that looks are the most important thing about us. Then they sell us a body image that is virtually unattainable and tell us that this is what we should look like in order to keep us constantly dissatisfied with ourselves. If we are constantly self-focused and disappointed in ourselves, we will continuously buy more to try to obtain this image we have been conditioned to believe we should look like, we will be too involved in this to be a politically active citizen and we become walking zombies, enslaved by a created desire to consume. Globalization has made it easier for companies to convince us to always ask ourselves “Why don’t I look like that?” when in reality we shouldn’t look “like that” because difference is natural and because the zombified and genocidal globalized standard of beauty is practically impossible to achieve. This aspirational marketing has caused the world to “lose bodies” to this disease every day. Despite some of the great opportunities and luxuries that globalization has brought to some of our world’s population, “we should not forget the oppressive and sometimes murderous nature of these systems” (McLellan, 123). There is this unexpected drive that globalization has created for

everyone to look the same. The unforgiving results of this drive is that we are losing our uniqueness and our difference in our looks, handing over to a hyper-white culture-less standard, when really we should be celebrating these differences. Allowing companies to create these ideas of a single standard for beauty is genocidal in the sense that it is wiping this differences from the planet. There should be no celebration “of free market capitalism...and irrelevance of malign political intervention to the now unregulated market,” (McLellan, 120) as it has gone unchecked, we have allowed a few people in these positions to decide what is beauty for an entire world and to let a virus spread. Without regulation, companies have been left to use such extremes as the sexualization of children in the eroticiza-

tion of shopping and consumerism at a younger and younger age; the marketing of a need to change the color of one’s skin to entire countries at the risk of their health; and the selling of a body image to millions that cannot be attained without harmful drugs or completely starving oneself - all without consequences.

When companies connect sex appeal to self-worth in aspirational marketing, they are also connecting entire communities values to the idea that your social aspect of life, and in turn the entirety of your happiness, is dependent upon a person’s appearance. This can majorly affect anyone’s self-confidence, but especially impressionable children whose brains have not fully developed, and how they look at their relationships to other people. When appearance is constantly connected to how people interact with and view you as a person, this will and has affected millions of people’s views on their self-worth. Humans are social beings and connection is a huge aspect of one’s life.

The way that advertisement in social media has portrayed self-worth to make a dollar has extreme effects and consequences on mental health in the world, and has been directly linked to a decrease in good mental health and an increase in depression, anxiety and many other mental illnesses. This idea that socialization is connected to networking and getting anywhere in life which companies capitalize on as a way to make your appearance a necessity to focus on is not a reality. It is a construction that could become our true values if we are continued to be brainwashed every day. In reality, companies don’t care whether you’re skinny or overweight, or light or dark because they will still make money as long as they have created a bar for the beauty standard that is extremely hard to reach. It is a construction that could become our true values if we are continued to be brainwashed every day.

