

High Standards, Low Self Esteem

SARAH MAHMUD

"THE Ego Stroke That Keeps Guys Faithful," and "The Keys to Getting His Forgiveness," are just a few of the titles on the cover and in the contents of a *Cosmopolitan* magazine. The media can be one of the most powerful forms of brainwashing. Women believe they are compelled to follow the media's definition of what they should be. And they cannot be blamed for it. Everywhere one turns, there are advertisements,

"You can be this stunning too if you wear this perfume. You can be the provocative woman in this picture." Coincidentally, the name of the product just happens to be "Provocative Woman." Quite the positive message for readers!

False imagery is what makes women have a poor self-impression. Images of tall and thin models in advertisements, most of which are digitally enhanced to make



The media goes all out to brainwash women, telling them what they should be.

commercials, movies, television programmes, and billboards of the fact. Younger girls who are at the naïve stages of adolescence are sucked into this frenzy of the media's definition of the "ideal" woman and are striving to be her. How to look, dress, what the latest trend for the next season will be, even how to act are all determined by magazines such as *Cosmopolitan* and *Glamour*.

"Men Will Melt," states the slogan in the advertisement for Provocative Woman perfume in *Cosmopolitan* magazine. It also depicts a very thin model next to these words. The advertisement is blatantly saying,

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them seem "perfect," give people the impression that is who they should be. "Thin is in." If they have a body type that is otherwise, they are deemed ugly.

Take for example, products like Fair and Lovely. In most Asian societies being whiter is nicer. You've got to be "phorsha" to be foxy and light-skinned to be lovely. Women with lighter skin are considered beautiful. Unlike western countries such as the U.S. where tan skin is regarded as exotic. Different societies have different opinions of what is considered beautiful, but who is society to be the judge of that?