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TITLE:
BEAUTY ADVERTISING TOWARDS ADOLESCENTS

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1.0 ABSTRACT

Beauty has wide range of definitions and could not possibly have only a few meanings. In this research, Beauty is discussed based on the perceptions of the Malaysian society and how the media itself portrays beauty. Furthermore, the controversial ideology that beauty is based on a person's skin colour is also discussed in this research. Advertising is defined as the action of calling something to the attention of the public especially by paid announcements. (Merriam-webster.com, 2017). There has been a significant amount of research done on the effect that advertising in the fashion and beauty industry has on women. By creating advertisements with unrealistic images of beauty, it has resulted in anxiety, low self-esteem, and low self-confidence in many women. Most of these negative emotions stems from unhappiness among body and appearance. (Britton, 2012). Adolescents is defined as a young person who is developing into an adult. (Merriam-webster.com, 2017). Nowadays, adolescents have played a big part in the beauty industry whether it is being a user or the one's selling beauty products. Thus, this research will further discuss the impact of beauty advertising and how much adolescents actually know what they consume and apply on themselves.

Keywords: Beauty, Advertising, Adolescents

2.0 INTRODUCTION

A common English saying is that “Beauty lies in the eyes of the beholder”. This statement is accurate in the sense that what one individual considers beautiful is not necessarily what another individual may consider beautiful. This view of beauty not being universal was presented by Plato. According to his views, beauty is something that cannot be fully defined through the senses. That is because different objects are observed in different ways by different people. This is why some people believe that beauty is something that is defined according to the experiences that one has had.

The opposite can also be argued in the sense that some people perceive life as something that is meant to achieve beauty. Beauty has indeed been an interesting philosophical issue from different perspectives, one of which is that it is taken as a value that is dear to human beings. Many films have illustrated this aspect of beauty. Also, those things or people thought of as beautiful tend to be appreciated more by society. Adolescents nowadays are too obsessed with flawless and light skin because they tend to have a mindset that lighter skin can attract many eyes. In this case, the adolescents are mostly attracted and some of them will consume any beauty products without taking seriously the ingredients inside the products.

Everybody in the world is fond of white skin and is ready to do anything to get the skin whiter. Even fairer skin people put their best efforts to keep their skin tone whiter. Especially Asians are fonder to get a whiter skin and do lots of things to get the skin whiter and lighter than the natural shade. In this research, the researchers investigate the factors and what are the consequences of beauty products to the adolescents that consume the products.