Lead in:
A documentary about understanding how the media and society set standards for beauty and how this affects how we perceives it in our daily lives.

Narration:
"Katie Herzig- Lost and found"(:27)

If we were to talk about beauty today it becomes clear that its standards are set by western societies. This has also been the case ever since the twentieth century. There has always been an ideal perception of beauty changing almost every decade. This basically existed ever since the appearance of agrarian societies. But how was it viewed back then, Farah El Meligui an AUC psychology-graduating student explains. (:27)

"At the beginning standards of beauty were predestined by a very base and instinctual drive in human beings. The evolutionary perspective claims that beauty was always just an association with fertility because the human race seeks to reproduce at the most base level. And any signs of fertility for women being curvaceous and having high estrogen levels were all manifested in a certain features, and these features were deemed beautiful back then. But with the evolution of society and technology and the change of mentality from the more collectivist view to the more individualistic and seeking more thrill and excitement we keep on changing the values of beauty because it keeps it interesting" (1:07)

Narration :

"Dave Matthews Band – Mercy" (:25)

To elaborate more, according to an article published on the CNN website, facial beauty all goes back to symmetry. Symmetry appeals to the human mind, an average looking face can be deemed attractive just because it its symmetrical. The article gave an example of Japanese people and how they see asymmetry as attractive while western countries prefer symmetry. However how did that individualistic perception of beauty change into a universal one. (:25)

"we are starting to have a more , we needed more stimulation and so the economy started capitalizing on the need for change and , the need for the industry of fashion it started building a certain economic blocks on the foundation of these insecurities" (:30)

Narration :

So as the philosopher Immauel Kant explains it "A person who describes something as beautiful insists that everyone ought to give the object in question his approval and follow." The person making the judgment must be adamant that their opinion is in consensus. In this case it is the economy that is setting what is beautiful and what is not and people follow. This is magnified by the media as more people become exposed to this idea of a certain physical perception and it becomes global. (:24)

"Toygar Isikli – Hayat Gibi instrumental "(1:56)

"of course this is perpetuated by the media by means of fashion is becoming transmitted all over the world by means of the media. Hollywood is becoming very idealistic in terms of beauty values , the features are becoming more and more perfected through plastic surgery and Photoshop. This level of technology is making us compare our beauty to people who actually put so much effort into it , the exception instead of the norm . the norm used to be beautiful no the exception is beautiful. And through out history if you look at old Hollywood movies you will find that they are mostly curvaceous and normal looking, and that they looked very natural. Even their hair was natural and that they had different sized features and nothing was very perfected in these movies and they were still deemed beautiful. They were still very looked up to by society. And yes, this newly found value of beauty if very very destructive for women. It causes them to have extreme anxiety and they always have to keep working. They never feel content and this is manifested in very extreme situations like anorexia and bulimia." (1:56)

Narration:

Hania El Bashary a high school student demonstrates the effects that Farah El Meligui was talking about.
"Glee –I feel pretty/unpretty" (:33)

"People that are into celebrities and really into movies and thing like that would really want to look like celebrities. The way they dress the way they look and act it puts pressure on girls because not a lot of girls have the resources to look like celebrities. People look at celebrities as role models, this is the maximum level they could actually reach." (:33)

Narration:

The media along with the fashion industry since the twentieth century have single handedly changed the image of beauty from decade to decade. A perfect example would be the 1980's and 90's. During the 80's there was a comeback of curvaceous women being more attractive, this is seen in models such as Cindy Crawford. However as the 90's approached a new standard of beauty was introduced, the underweight waif look epitomized by Kate Moss. If we look at todays image that is being sold to people, we see the new trend which is being exotic. Zeinab Azzam a model explains this further.(:45)

NAT SOUND
*"I was basically recruited to Abercrombie and Fitch and it was very natural for me. They didn't ask me to change this about myself or change my nothing the hair , my body was slim. I never had the chance to actually reflect upon my modeling but now that it being asked, especially in the Egyptian modeling industry and entertainment they always look for a beautiful face , slim body . and if , fi I've seen it happen to other women not particularly my self , but if they are not in s certain standard they would basically be like no we cant use you. The standard would be for facial feature small nose , moderate lips , wide eyes , thick eyebrows a very exotic look"(*1:07)

Narration:

What Azzam also explains very well is the idea mentioned before by Immanuel Kant about a consensus around what is beautiful. Azzam explains how after being a model the way people in society saw her changed because now there is a consensus that she is beautiful. (0:17)

NAT SOUND

"Through social medias like face book and twitter I was being a lot more recognized. I got more compliments pertaining my face and how I looked, even my hair they'd be oh your hair's so pretty and stuff like that. Before my modeling I wasn't very noticed, I was just a regular girl now everyone knows me as Zeinab she is the model and that's her career." (:045)

Narration:

"Jason Mraz – The Beauty in Ugly"(:43)

After listening to the interviews it becomes clear how the media and the fashion industry has come to influence how we see beauty. The effect became more and more stronger as technology develops allowing people accesses to resources such as fashion magazines. This documentary tries to show how easily we are manipulated by powerful industries that all agree on a certain image and manipulate people into believing it. No individual can change the way they physically look to match the standards that are set every decade. It would be ridiculous if it happened and unnatural if people looked like alike trying to achieve the changing standards. People should stop looking to these resources and understand what sets us apart both physically and character wise is what we should appreciate and see as beautiful. (:43)

Credits:
Interviews by : Hania El Bashary , Farah El Meligui and Zeinab Azzam
Music by: Katie Herzig – Lost and Found
           Dave Matthews Band – Mercy
           Toygar Isikli – Hayat Gibi instrumental
           Glee- I feel pretty / un-pretty
            Jason Mraz – The beauty in ugly