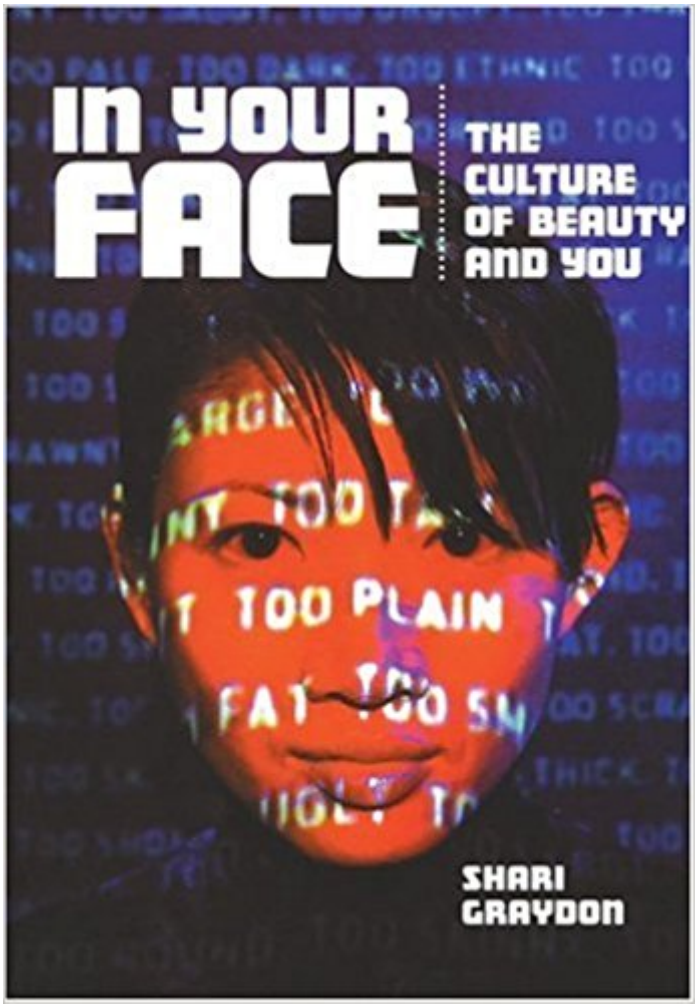
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In Your Face: The Culture Of Beauty And You



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Synopsis

"In our factory, we make lipstick; in our advertising, we sell hope." - Charles Revson, founder of Revlon Cosmetics More money is spent on beauty products in the United States annually than on education: over $6 billion on makeup alone. From bedtime fairytales and blockbuster movies to magazine advertisements and reality TV, we absorb the lesson early -- being beautiful is the answer to our dreams. For pre-teens and teens, the pursuit of fitting in and measuring up feels like an essential survival strategy. Never before have so many messages offered so many unattainable ideals. With In Your Face, Shari Graydon encourages readers to look critically at the culture of beauty of both past and present. Whether it's the different standards for guys versus girls, the assumptions we all have about models and celebrities, or the message that the right makeup can make you a better person, Graydon's look into the realities of our ideals will help kids face up to the culture of beauty and the beauty industry hype. Accompanied by lively visuals, including sharp comic-style vignettes and photos from our beauty culture, this book will captivate readers.

Book Information

Paperback: 176 pages

Publisher: Annick Press (September 4, 2004)

Language: English

ISBN-10: 1550378562

ISBN-13: 978-1550378566

Product Dimensions: 6.2 x 0.4 x 9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 4 customer reviews

Best Sellers Rank: #2,639,260 in Books (See Top 100 in Books) #45 inÃ Â Books > Teens > Personal Health > Personal Hygiene #116 inÃ Â Books > Teens > Education & Reference > Social Science > Sociology #396 inÃ Â Books > Teens > Social Issues > Self-Esteem & Self-Reliance

Customer Reviews

Grade 6 UpÃ¢â ¬â œSelf-empowerment through personal choice is the message of this lively survey. Graydon examines our fascination with beauty and the people and forces that determine our views of what we see as beautiful. From fairy tales to television, mythology to Miss America, fashion to fine art, "beauty rules," she acknowledges, "and yet, ideas about what's 'beautiful' change all the time." Written in a breezy, conversational style, the book looks at double standards for men and

women and the resulting effects on careers and health. The author traces the concept throughout history and in various cultures, touching on corsets and foot-binding, plastic surgery, steroids, and cosmetics. Graydon exposes the fickle side of the beauty industry without unnecessary blaming. Each chapter ends with a list of "Image Reflections" to consider. Black-and-white photos and reproductions depict historically changing views. Thought-provoking cartoons open each chapter, and sidebars add punch with quotes and factoids. Extensive reference notes add to the book's research value, enhancing its broad appeal to teens dealing daily with their own place in the beauty culture. Helen Reynolds's "A Fashionable History ofCostume" series(Raintree) features bright color photos of changing artifacts.Ã¢â ¬â œJoyce Adams Burner, Hillcrest Library, Prairie Village, KS

Starred Review Gr. 7-12. In an upbeat, casual style, Graydon looks closely at the concept of beauty, never denying the difficulties of resisting current trends as she exposes the "sneaky strategies" behind media hype. She starts with a hilarious analysis of fairy tales, including "Sleeping Beauty," in which princes go gaga over girls because of their looks: "Who cares whether she's fun to hang out with . . . or even conscious." With the same light touch, she looks at fashion across time and cultures, and analyzes the underlying messages in today's focus, especially in North America, on thinness, long nails, and high heels. Along the way, she warns both young men and women of the very real dangers of eating disorders, plastic surgery, liposuction, and other body-image "solutions." The message becomes a bit repetitive, and the lively, authentic details about what's hot and what's not will date quickly. But the magazine-type layout is inviting, and Graydon will make readers laugh as well as think about the issues. Hazel RochmanCopyright Ã Â© American Library Association. All rights reserved

Delivered on time and was brand new not gently read.

A great book for middle and high school libraries. Teens will be drawn to the bright colors and the format which they will quickly compare with that of a fashion magazine. Page four lists what to expect from the book: learning why people are fascinated by beauty, how fashion and the image of fitting in has changed over the years, how the "it" looks are determined and by whom, and just what it is that makes us think a certain way about fashion and other things. And the book definitely delivers. A text box reminds the reader that voluptuous women were once thought to be ideal as far as beauty; compare that to stick-thin models who in marketer's minds seems to be the ideal size in the 21st century. Two pages discuss how beauty in one country or culture may mean large hips or

pierced body parts while other cultures frown on these attributes as they desire other body types. The author includes plenty of information about teen boys--mostly ABOUT boys and beauty, not particularly FOR boys. Quotes from well-known people, mainly in the beauty or entertainment fields, are included. This book won't stay on the shelf for long.

This is for the second edition of the book.A fascinating look at the psychology, sociology and history of the beauty culture. This book is very catchy and should appeal to all who are interested in learning about how people are affected by the constant barrage of impossible beauty standards from the media.The illustrations are excellent and humorous, which gives far more impact than a series of boring graphs. They grab the reader's attention quickly and create far more interest in the material than standard illustrations would. This is a visual book about a visual topic.I think this book would be excellent for anyone who feels intimidated by the inhumanely impossible standards of attractiveness produced by the media. Ms. Graydon stresses the disadvantages of being beautiful, as well as the advantages. Perhaps developing one's self rather than relying on external features is the most important message of all.Great book!

Did you know that to achieve a trendy pale complexion during in the Middle Ages, women applied blood-sucking leeches to their faces? Or that it was fashionable in China for women to bind and crush their feet to demonstrate grace and wealth?The award-winning book "In Your Face: The Culture of Beauty and You" presents what humanity has done over the years and in various cultures to, as the author puts it, "fit in, stick out, or measure up.""In Your Face" also explains why we place so much importance on appearances, who gets to decide what's hot and what's not, and what forces shape our views about beauty. This fact-filled book examines the lessons we learn from fairy tales, ancient mythology, popular movies and magazines regarding beauty, youth and attractiveness. We hear from models and actors about what it's like to be judged by their looks, and learn how businesses and people get rich by making others feel insecure. "In Your Face" brings us stories we may not hear elsewhere, and helps us put beauty into perspective so we can stop feeling so controlled and influenced by it. Fun, helpful tips for coping with the pressures around looks also appear at the end of each chapter."In Your Face's" many startling examples of what females (and males!) did and do in the pursuit of beauty show how one single definition of beauty doesn't exist; that what is considered beautiful comes and goes with time; that many cosmetic procedures can be dangerous; and that seeing beyond the surface can give us the inspiration to care about things that matter much more--such as feeling good about who we truly are inside, and what we can

accomplish in this world.

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