



# My Culture, My Perspective

CP-04

WebQuest



**CQ<sup>+</sup>**

De-escalating Polarisation  
in Europe



<b>THEME ALLOCATED:</b>	My culture, My perspective (CP-04)
<b>TITLE OF THE WEBQUEST:</b>	Everybody's beautiful in their own way!
<b>INTRODUCTION</b>	
<p>Beauty is an important concept because it is everything that we assign a positive value to, i.e. that gives a sense of pleasantness to one or more of our senses. So we can speak of beauty to sight, smell, touch, taste, hearing.</p> <p>Beauty therefore also has to do with pleasure, hence with what makes us feel good. That which we recognise as beautiful, is pleasing, soothes us, and we can say that it makes us live more serenely. Surrounding ourselves therefore with those things that are beautiful to us also has a meaning for our way of life, because it conditions our existences.</p> <p>The canon of beauty can not only change within societies, between social strata, but it is also not static because it evolves over time. What was considered beautiful fifty years ago may no longer be so today.</p> <p>Have you ever heard the saying 'beauty is in the eye of the beholder'? It means that the perception of beauty is subjective - people can have different opinions on what is beautiful. So what one person perceives as interesting, appealing and to be appreciated might be ordinary or unattractive to another.</p> <p>The concept of beauty is not unique, because not only can it change from one individual to another, but also different cultures have different standards of perfection, of what constitutes the best beauty. Many people may differently interpret "beauty" in the likes of a hairstyle, a curvaceousness of the body, which others may not appreciate at all.</p> <p>Are there concrete elements that make a shape or image beautiful or is beauty in the eye of the beholder or listener? Is the concept of beauty also becoming globalised? These are all reflections that Rita and Marco are making among themselves and with their group of friends. They would like to open a hairdressing business, connected, however, to a beauty centre. They live in a multicultural city, so they would like to offer as their mission a beauty service that goes beyond the stereotype of mass beauty that is offered by social media influencers, but also not remain too anchored to a traditional image.</p> <p>Their vision envisages that they would like to address a clientele that is free to design an</p>	



image for itself outside the shared and acceptable models. An avant-garde clientele capable of playing the card of personal research and a more subjective and less standardised evaluation of image. Able to open up with courage and explore the new frontiers of beauty.

## **TASKS**

Rita and Marco's company profile is based on beauty as a significant factor of expression and freedom from stereotypes needs to be supported by a marketing project.

The task is to create advertising material that can support the innovative aesthetics business project of the two entrepreneurs.

In order to do this, it will be necessary to explore the meaning of the term beauty in the world and in the times, and by visiting some of the indicated websites, some elements can be learnt.

One can brainstorm with a group of friends/colleagues/classes and identify 3/4 key points that can be related to the mission and vision of the company.

Some images related to women/men and the canon of beauty in the world could be captured.

The results of the research could be presented in the form of a poster and/or video.

## **PROCESS**

The process involves five steps. In the first you will find links where you can reflect on the concept of "beauty" in general and make an assessment of the different meanings; it will help you answer questions to a flagged research project.

In the second step you can explore, again by clicking on the links, the differences in "beauty standards" around the world, and how the perception of perfection differs between cultures. There are also links on different hair and make-up styles that will intrigue you and how some have changed over time.

In the third step you can share your impressions with other participants. Using suggested online collaboration tools, you are asked to share a number of keywords about "beauty" that the contents of the recommended sites have stimulated in you. These keywords will help you start a discussion and share some concepts that will be



useful in step five. In step 4 you will find links where you can take royalty-free photos that you think are relevant and suggestive of the concepts you found and shared in step 3.

In step 5 you can try your hand at building an advertising poster with the recommended tool. In the poster you will be able to include some of the concepts and photos that you alone, or in a group, consider fundamental to support an innovative advertising campaign based on a hypothetical target of people seeking the “new frontiers of beauty”, beyond stereotypes and tradition. Good work!

**Step 1-Reflect on the concept of beauty by looking at these links and take your cue from the research on the websites below by answering the beauty questions on the last link in Step 1.**

*What is beauty?*

[https://www.youtube.com/watch?v=JaNav8I\\_wZM](https://www.youtube.com/watch?v=JaNav8I_wZM)

*40 Beauty Quotes That Celebrate the Truly Beautiful*

<https://www.rd.com/article/beauty-quotes/>

*The World In Faces*

<https://www.un.org/en/exhibits/exhibit/world-in-faces>

<https://www.facebook.com/theworldinfaces/photos>

*Quest for beauty*

<https://www.questforbeauty.co/>

**Step 2 Explore the concept of beauty across cultures by looking at these links below:**

*Beauty Standards Differ Around the World*

<https://www.slice.ca/this-is-how-beauty-standards-differ-around-the-world->



[remake/](#)

<https://opinionfront.com/how-female-beauty-is-perceived-in-different-cultures>

<https://erietigertimes.com/1907/world/different-cultures-definitions-of-beauty/>

### ***Perceptions of perfection and Beauty Standards across the globe***

<https://onlinedoctor.superdrug.com/perceptions-of-perfection/>

<https://www.youtube.com/watch?v=RT9FmDBrewA&t=9s>

<https://www.youtube.com/watch?v=6d1wP4n1Fxc>

### ***Traditional tour of hairstyles from around the world***

<https://www.k4fashion.com/traditional-hairstyles-of-world/>

### ***Women's make-up throughout history***

[https://www.youtube.com/watch?v=g08-\\_NExOX0](https://www.youtube.com/watch?v=g08-_NExOX0)

**Step 3-** Braistorm (possibly in a group) trying to identify 3/4 key points about beauty as a value. You can use these tools for brainstorming:

<https://www.mural.co/>

[https://edu.google.com/intl/ALL\\_it/jamboard/](https://edu.google.com/intl/ALL_it/jamboard/)

**Step 4-** Find free images by entering the search word "beauty" at:

<https://unsplash.com/it/s/foto/beauty-face>

<https://www.pexels.com/search/beauty/>

**Step 5-** You can now create a poster, combining thoughts and images, that is



**representative of the company's concept of beauty, using:**

<https://www.canva.com/>

### **EVALUATION**

Now, please give your own evaluation: enter an answer to these sentences giving a score from 1 to 5, considering 1 as the lowest score and 5 as the highest score. Mark the score with an X. I have learnt new concepts about the concept of beauty: (1,2,3,4,5)

I am more aware that there is no universal beauty: (1,2,3,4,5)

I assessed that the perception of beauty is influenced by the culture we are born into: (1,2,3,4,5)

I discovered types of beauty that I had never considered: (1,2,3,4,5)

I broadened my perspective on the different types of beauty in cultures: (1,2,3,4,5)

There are common traits among peoples that can be associated with beauty: (1,2,3,4,5)

I learnt that ideals of beauty change over time and place: (1,2,3,4,5)

The mass media can influence the canon of beauty: (1,2,3,4,5)

I have discovered different perspectives of beauty canons: (1,2,3,4,5)

I am now more aware of what is considered a standard of beauty in my culture: (1,2,3,4,5)

I think I will use the notions I have learnt: (1,2,3,4,5)

I have discovered different perspectives of canons of beauty: (1,2,3,4,5)

Do you think I will use the notions I have learnt: (1,2,3,4,5)

### **CONCLUSION**

As we have seen in this experience, beauty is a very difficult concept to define, and it is neither universal nor individual. We often believe that, for example a work of art, is true and unique, rather than relative to a historical moment, geography, or society.

Different cultures elaborate specific and distinct visions of what reality is, so there are as many realities as there are cultures that elaborate those representations of reality. Within a social reality, a certain representation of reality is shared. One shares norms, beliefs, rituals, customs, languages, and certain concepts including that of beauty.

From ancient civilisations to modern societies, artists have written, drawn and painted



about beauty and the beautiful. Beauty is at the centre of humanity, and has become a symbol of health and productivity in today's society that influences our lives. For this reason, many people seek to alter their appearance to obtain the rewards of beauty. We have found that different cultures have different traditions, recognitions and approaches to beauty. Although the definition of beauty is generally universal – to be desirable and attractive – the perception of this definition varies from culture to culture. The sense of beauty varies depending on several variables, such as geographical region, tradition, religion, age, gender and socio-economic status. In addition to perception, the anatomical differences of people from different regions influence their appearance and sense of beauty accordingly. You have seen during this assignment how much from the Far East to the West, the perception of beauty varies, influencing social life, behaviour and even cosmetic surgery!

In the past, the perception of beauty was homogeneous in some societies. Have you ever looked at photographs of people in your city, perhaps from two generations ago?

You may have noticed that globalisation, economic activities, immigration and social media have altered the sense of beauty, especially in recent years. New perceptions of beauty bring new perspectives to the cosmopolitan public structure, for example the increase in cases of eating disorders in Fiji with the advent of TV (<https://digitalcollections.wesleyan.edu/object/phycfp-118>) or the misuse of filters on social media (<https://www.theguardian.com/lifeandstyle/2022/jan/02/is-that-really-me-the-ugly-truth-about-beauty-filters>) or the problems with young people's self-esteem (<https://www.dove.com/us/en/stories/about-dove/our-research.html>).

Your perspective and those of the people around you are probably changing. Not all of us are aware of this, e.g. young people adhere to certain models but do not reflect that they are uncritically adapting to what social media conveys as mass culture. Instead, it is crucial to know and be aware of choices.

Probably this resource has deepened your knowledge of different cultural perceptions of beauty and you have realised how culture unconsciously shapes our styles, our aesthetic sense, fashion. Whatever your ideals are, including the one related to beauty, they can be traced back to an idea, an environment, a society. These ideals influence the way we see the world, they are our cultural lenses, but we have to accept that other people also have theirs and see the world in their colours, even if we prefer our own.

We are in a process of continuous evolution and cultural hybridisation is becoming a constant snapshot of our times. Think how many photographs of 'hybridisation' in fashion, aesthetics, customs and traditions you could take in your environment.

Human beings have always desired beautiful objects, but the desire to look beautiful is reaching new heights all over the world. But if, as we have seen, there is no single universal ideal of beauty, is true beauty not ourselves? Nobody is you and nobody can be exactly like you: that is your beauty!



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