The Effect of The New Media on Increasing Female Appearance Anxiety

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Abstract. With the development of new media, the term appearance anxiety has appeared in the eyes of the public. This paper will analyze women's appearance anxiety through the frequency of words used on the internet and analyze the consequences of appearance anxiety by analyzing the words that accompany appearance anxiety. According to studies, the number of women who are concerned about their beauty is growing. Women can become uneasy when they hear words that condemn their bodies. Capitalists use appearance worry to make money. According to the findings, women's beauty worry is increasing in the modern world due to the rapid development of new media. What people say on the internet stimulates women's appearance worry. Buzzwords create beauty trends that people want to follow. Furthermore, women are readily swayed by beauty worry into doing activities that are damaging to them. As a result, we must struggle against the definition of beauty. Rather than being defined by others, be the unique version of yourself.

Keywords: Appearance anxiety, aesthetics, plastic surgery.

1. Introduction

Since ancient times, women have been expected to meet the standards demanded by society, such as the “three virtues,” helping their husbands and guiding their children, and being prohibited from working in the courtroom. As civilization progressed, harsh standards for women began to disintegrate. However, people still demand women in new forms, setting standards for women regarding appearance and defining what is beautiful and what is ugly. Thus, women start to have appearance anxiety, defined as ‘the fear that one will be negatively evaluated because of one’s appearance.’ [1]

Many researchers have analyzed that women’s appearance anxiety has become more and more serious with the emergence of new media. In Professor Liu Qingqing’s study, she suggested that the new media has changed people’s context, and the media has influenced women’s evaluation of their own bodies by disseminating information about women’s bodies and foreign trade in different ways.[2] In addition, the joint paper by Prof. Li Sheng and Prof. Li Min also mentions that the development of information and network media has gradually strengthened the aesthetic and consumer social culture, which, together with the reinforcement of body image standards in media propaganda and the creation of misleading body consumption, has plunged women into a swamp of appearance anxiety.[3] However, to a lesser extent, the specific words and how these words influence and exploit women have not been carefully addressed and studied. Therefore, this essay will apply the feminist critical discourse perspective, using the qualitative research method and the questionnaire method of research to investigate the effect of the new media on increasing female appearance anxiety. Feminist critical discourse means to analysis examines how gender assumptions and power asymmetries are produced, maintained, negotiated, or contested in complex or subtle discursive ways within a given group or discourse context.[4]

This essay will be divided to three-part. Then the first part will analyze how buzzwords affect women and create appearance anxiety in the changing contexts brought about by the development of new media. The second part will analyze how opinion leaders and digital beauty technology contribute to women’s appearance anxiety in the new media age on new media platforms, and the third part will analyze how businesses are taking advantage of women’s appearance anxiety to make money in the new media age and how plastic surgery is becoming less age-appropriate.

2. how buzzwords affect women and create appearance anxiety

In the past, people would write articles or speak out loud to express their opinions about a subject or another individual. As a result, individuals would consider how others and their own reputations relate to one another rather than making random remarks. However, as technology advances, the electronic industry grows quickly, and the advent of the Internet has offered people a chance to travel the globe virtually. On the Internet, anyone can post comments of their own. The Internet acts as a natural barrier that shields everyone while also transforming into a sin awning. People can communicate freely on the Internet thanks to the anonymity of the platform. The majority of people feel less accountable for their own words and deeds when using the Internet because of its anonymity. Nasty remarks about women's appearances, bodies, and clothing choices are made with reckless abandon. These issues have become even more severe with the introduction of new media. They merely make statements that are their own from the perspective of keyboard warriors, unaware that their words may turn into a deadly unseen blade.

Thirty surveys from people in various parts of China in order to research how people feel about appearance worry. People will care more about other people's opinions than 70 points if we use 100 points to measure how much they care about their looks in the survey. So, it's clear that people are concerned about other people's opinions. Additionally, the majority of the women who responded to the study say they experience varying degrees of worry related to their appearance. Women frequently experience anxiety due to social expectations around their appearance. Women are chastised and held accountable when they fall short of expectations. In the comments section of tweets like this one, these charges frequently surface. In the comments section of tweets like this one, these charges frequently surface. These charges are clearly unjustified criticism of women, creating pressure and anxiety that women shouldn't experience. Additionally, it causes women to become more self-conscious about their appearance and more worried about what other people may think of them.

The majority of people would respond that the social environment is the cause of appearance concern if someone asked where it comes from. Women worry about their appearance because of society's obsession with trends and attractiveness. The assumption was definitely approved by the fact that 70% of respondents to my study believed they would be influenced by trends. Women are encouraged by popular aesthetics to copy ideal appearances, and as a result, more ideal appearance standards are developed. Women also compare themselves to one another as a result of the demanding social gaze, which hastened the rise of appearance worry. Words like "A4 waist challenge," "coin in the collarbone," and "backhand touching the belly button" are frequently used in connection with new media challenges. People's pursuit of fashionable aesthetics is the true rationale behind these issues. Today's fashionable beauty standards include an A4 waist, a depressed collarbone, and a slim, tight waist. We should think about the topic of what true beauty is. Fads should not be used to define beauty. Finding your own particular beauty has greater importance than trying to look like everyone else. Instead of focusing only on popular beauty, as a new generation of women, we should embrace our individual beauty.[5] Priority should be given to the study of aesthetic theory, and moral education should be formed in line with the spirit of the new era. The cultivation of thinking and critical attitudes in the educated is also important since doing so will enable them to actively link their pursuit of higher values to their aspirations in life. [6]

These difficulties are a criticism of the female body. A woman is regarded as being out of line if she is unable to fulfill the challenge. Failure to satisfy the requirements carries a price that is undesirable or even negative. There is no doubt that phrases like "A4 waist," "long legs," "white skin," and "straight shoulders" place a lot of pressure on many women. What is ideal and accepted is determined by the media and society. Both being too thin and being too obese are undesirable. It appears that satisfying everyone's aesthetic standards is the only way to be truly lovely. Since these criteria were established, people now seek their weaknesses rather than their strengths when they look in the mirror. Since these criteria were established, when people look in the mirror, they now focus on their defects rather than their strengths as a woman used to stare at the mirror and consider whether her hairline could be lower, why her chin could not be sharper and why my face could not be much

smaller. However, as time passed, the woman started to doubt her beliefs. Was the idea that she would never be good enough affected by her social environment? She imagines many women have gone through the same kind of self-denial regarding their appearance as she did. Low self-esteem can develop over time as a result of self-dissatisfaction, and anxiety might result.

Words like "poor self-esteem," "depression," "ugly," "wasteful," and "whiny" are used to describe appearance anxiety, which is a protracted journey that seems to have no conclusion. All of these expressions highlight how appearance worry contributes to unneeded stress and psychological issues in individuals. People who start down this path of appearance worry, become unconvinced of themselves, and lose their self-confidence. Even those who are mentally sound can suffer from psychological conditions like depression. Studies and daily social interactions could also be impacted. People who struggle with appearance anxiety spend a lot of time getting dressed every day. They sacrifice school and leisure time to put on cosmetics, edit images, and even have plastic surgery in order to fit in with society's expectations.[7] A person with appearance anxiety may lose confidence in interpersonal interactions because they constantly feel as though they can not present themselves in the best light. My research has led me to the conclusion that an individual's life will undoubtedly suffer if she struggles with appearance anxiety. You must learn how to control your thoughts if you wish to block this road and never cross it again. Do not let other people's words affect how you feel. Keep your convictions strong, and don't let the public's aesthetic preferences hinder you.

3. Appearance anxiety affected by the new media

Women's worry over their appearance has been made worse by the erroneous values promoted by opinion leaders and the excessive desire for digital beauty technology. Zhang Li In the age of digital media, a set of opinion leaders known as online celebrities has emerged. Because they adhere to 'popular aesthetics,' these celebrities have attracted the public's attention. The clavicle coin challenge listed above, as well as fish farming and a4 waistline challenges, are just a few of the challenges that web celebrities have made to gradually gain admirers. Some "attractive" ladies steer men in the wrong direction. Those who wish to take advantage of the chance to highlight their own beauty take advantage of challenges designed to relieve the public's anxiety over their appearance. The general population is led to assume that vegans should still be attractive.[2] The online world is, however, also rife with fabrications, so those anchors who seem picturesque may not actually look that way. To make themselves "appear better," they had their images altered. With the development of digital beauty technologies, many young women who feel unattractive have the chance to change their appearance. Perhaps the original goal of digital beauty technology was to allow more girls to achieve their ideal looks. But many women have become entangled in this technology. Even PS gets a lot of their attention. According to the Internet, taking a snapshot takes five minutes, whereas creating a PS requires five hours. Women who acquire accustomed to their PS will perceive their appearance as being much unsatisfactory when they next glance in the mirror. As a result, appearance anxiety will reach its zenith, with people lamenting the fact that they can't make themselves look as good as the manipulated image. In an effort to become their Photoshopped selves, some people would even have significant cosmetic surgery, which can be harmful to their bodies and even shorten their lives. The "picture" of the restored body produced by digital aesthetics is actually a composite of the body's individual pixels rather than an organic whole or even a truly natural body. Our tendency to rely too heavily on aesthetic technology has caused us to progressively lose the confidence and capacity to express who we truly are. Our self-perception has been damaged and warped as a result, and we have also lost our authentic self-image. According to Professor Liu Qingqing, the "beauty myth" propagated by online celebrities is what causes appearance worry in the majority of women.[2] Because they establish aesthetic standards for others to follow, people desire to look like these internet celebrities rather than like themselves. The somatoform illnesses' psychological distress is exacerbated by the stimulating effect of the Internet celebrity economy. Due to the Internet celebrity economy and women's illogical purchasing patterns influenced by aesthetic concerns, obvious "IQ

tax" products may also do well in the short-form market. This is so that they can fit the Internet celebrity stereotype that is prevalent in the media for women. The "IQ tax" project is also motivated by the Internet celebrity economy and women's illogical shopping habits driven by anxieties about their beauty. In order to assist people in overcoming their appearance anxiety, audiences should learn to appreciate and value their own bodies and appearance. At the same time, media platforms should carefully assess whether the published content has any negative consequences and work to improve the media ecosystem.

4. How appearance anxiety brings harm from new media

Plastic surgery has evolved into the ultimate technique for people to achieve "beautiful." Many plastic surgery clinics take advantage of women's self-consciousness about their appearance to lure female patients. On the new media, we always see the advertisment for plastic surgery. As an example, "What are you hesitant about? Come and get gorgeous during your summer vacation" and "If you're still looking for a date, come to a plastic surgery hospital and make men fall in love with you." ".[8] The goal of women's beauty should be to improve themselves rather than to please men. However, based on the number of plastic surgery patients, many people accept that getting attractive is a way to please men. Cosmetic surgery hospitals misrepresent the effects of cosmetic surgery and the impact of appearance on money, job, and social interaction in order to attract consumers. This marketing strategy implies, promotes, and intensifies women's worry over their appearance. According to cosmetic surgery hospitals, the only way to be loved in the eyes of women who suffer from appearance anxiety is to be attractive. Graduation season, winter, and summer are the most popular times for people to have plastic surgery. Summer plastic surgery, summer beauty, and summer dieting are all popular themes. People who have recently graduated from college or even high school lack the ability to discriminate between right and wrong when they first enter society, making them easily swayed by these hot themes.[9] Young people in the modern era are increasingly reliant on the Internet and believe what they see there. These prominent issues readily persuade them to seek plastic surgery. According to data, the average age of plastic surgery is increasing younger, but the average age of plastic surgery is getting worse. Appearance worry has never been suitable for any age group, and young women are more prone to embrace it. Many young individuals may undertake cosmetic surgery on the spur of the moment and later regret it, but there is no going back. People's aesthetics are changing as well, and if they need several facelifts to pursue mainstream cosmetic surgery, young people's aesthetics change more swiftly, leading many young people to choose for numerous facelifts.[10] Multiple cosmetic procedures can deplete women's bodies and potentially put their lives in jeopardy. Some cosmetic surgery hospitals are not permitted to practice, yet they take advantage of young women's limited financial resources and desire to look better by undercutting prices for non-compliant cosmetic surgery. We read about women who are unable to leave the operating table every year. We should be able to tell the difference between good and wrong and not be swayed by current subjects or trends. Plastic surgery hospitals that do not follow the rules should be rigorously monitored by the government.

5. Conclusion

Women's beauty worry is getting increasingly severe in today's culture, inflicting psychological and bodily harm to a great number of women. This essay examined When women experience appearance anxiety, they believe they need to make changes such as losing weight, using makeup, or even undergoing cosmetic surgery. Women spend a lot of time making sure they look the way they should, wasting a lot of time on photo modifications. Women's life begins to change as they lose confidence, socialize less, and make fewer remarks. Most women who suffer from appearance anxiety spend a lot of time denying themselves and convincing themselves that they are not good enough for

their significant other. Women frequently fear that people will judge them negatively because they do not appear attractive.

The first section of the study looks at how Internet keywords contribute to women's attractiveness worry by confining women's appearance. Simultaneously, appearance worry creates a great deal of stress and psychological difficulties for women, such as low self-esteem and despair. The second section delves even deeper into how new media buzzword producers, new-age opinion leaders, and digital beauty technology enhance women's self-denial. According to the findings, the public's aesthetic impression of women's looks contributes to increased appearance concern. The third portion investigates how unscrupulous businesses profit from women's image worries.

The study reveals how others might utilize women's attractiveness worries to harm them. Allow more ladies to avoid worrying about their attractiveness. Refuse to be labeled. Discover your individual beauty. The aesthetic theory should be valued, and moral education should be formed in the spirit of the new era. Simultaneously, one should encourage the educated's analytical and critical attitude, as this will enable them actively integrate their pursuit of higher principles with their life goals. This paper delves deeper into how women experience appearance anxiety in the age of social media. Future studies can include additional analysis of the produced buzzwords.

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