

## **A Thematic Analysis On Beauty Perception**

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The term of beauty can be defined many researchers and anthropologies in a many ways. The discussions are starts from very ancient period on wards but still the discussions are going on. Few of the researchers find that the physical attractive consider as a beauty some of them says that internal beauty. In this context, the present study going to analysis the perception on beauty in a thematic way. Respectively, this study also analysis how the beauty perception defined on Indian women. This study analysis is limited to only external beauty. A thematic analysis was used for this study.

Key words: Beauty, Beauty perception, thematic conclusions.

### **Beauty Perception**

The beauty perceptions are perceived by various researches from ancient period onwards. The external beauty had various discussions that ended up miss world and miss universe contest. Beauty is commonly considered as an individual's behavior and which are the objects or things look like pleasure to the viewer's eye. This study extended to various fields, like anthropology, sociology art and aesthetics and tourism. It is a unique term and its stands alone when compare with attractiveness and aesthetics.

Langmeyer and Shank 1994 stated that the physical attractiveness generally the analysis of individual facial image and body propositions shape and skin tone. In an ancient time by research many places in a world start to describe the term beauty but in Greek is the capital place to describe the beauty through their art. They also felt that the beauty is a gift of

god and beautiful people have beautiful heart. They describe the term was *kaloskagathos*. The great Greek philosopher Aristotle describe that virtue aims that beautiful. Similarly Plato says that beauty in terms of “idea of above all idea”. But in their measurement of beauty starts from Pythagorean School which is have strong connection between mathematics and beauty. Particularly it was noted that the object proportioned according to the golden ratio had more attractive .this is the base were applied on Greek architect view of symmetry and proposition.

The perception on facial beauty viewed as a combination of sense of pleasure Overall, and the beauty of face had significant with facial symmetry proposition and the ideal face beauty based on face proposition (Gunes and Piccardi, 2006;Farkas et al., 1985; Farkas, 1994; Jefferson, 2004; Landau, 1989; Langlois and Roggman, 1990; Larrabee,1997) for the facial beauty the golden propositions (Borissavlievitch, 1985; Huntley,1970) the divine propositions (Jefferson, 2004) and facial thirds(Farkas, 1994; Farkas et al., 1985; Farkas and Kolar, 1987) have been widely accepted facial propositions. Many research findings found that the facial symmetry is the fundamental reason to affect the human face attractiveness (Gangestad, Thornhill and Yeo, 1994; Thornhill R and Gangestad, 1993). In contrast, asymmetric faces are attracts more than the symmetric faces. (Kowner, 1996; Langlois, 1994).But Kowner and Langlois said that, Symmetric faces (perfectly symmetric excluded) than average faces. Many Psychologists and medical scientists stated that the facial proposition is defined as a timeless and ideal beauty. (Gunes and Piccardi, 2006; Naini, Moss and Gill, 2005).

In an Indian context the beauty is connected with the drawings and sculptures of god and goodness of the temple .Especially the women beauty is connected with the goodnessespecially Parvathi which is deliver the fair skin thin skip and big eyes and sharp

nose as well as long and thick hair(exoticindiaart.com) in addition wearing adornment. According to Kaw 1991, the ideal face beauty in Asian women perception is a tiny face with large eyes and prominent nose. He also says that an eyelid without cease and a flat nose indicate “sleepiness,” “dullness,” and “passivity”.

During the Mauryan period large breasts, wide hips, and tapering legs (Susan,2004)the Mauryan period, it is also continued Sunga period but Bhartut period the women beauty defined as elaborated Platted hair ad large and round breasts ,thin waist and wide hips, the images of women in Sanchi into an S curve .This beauty concept was extended to Kushan period. The beauty concept is keep on changing from one artist to another artist by naturally. Their body proposition was calculated by her total height. But the for the total propositions was calculated by the proposing of round face.

In Asia the fair skin is more needed for their societal status job and fulfill of economical independence.(Ashikari 2003b; Goon and Craven 2003; Leslie 2004; Li, Min, Belk, Kimura and Bahl 2008). Especially in South Asia the white skin is a noble and upper class (Bray, 2002),as well as the said that the one white skin cover three dull skin .Because of this , Asian women tried to achieve the milky skin color (Bray, 2002). Many researchers says that the skin whitening ideology was transfer from western aesthetics (Li, Min, Belk, Kimura and Bahl 2008) and it is witness of colonialism (Goon and Craven 2003; Li, Min, Belk, Kimura and Bahl 2008) and views regarding western beauty and nobility (Wagatsum 1967) The ideal of white skin is the interaction of western-centrism and Asian ideologies represented by Confucianism (Russell 1996).

The idea of physical attractiveness is a stereotypical view that good is beauty (Dion, Bersheid and Walster,1972) it creates “Halo” effect to creates light skinned women (Thomas

and Keith, 2001). Attractive women had light skin tone they also succeed but the dark skin women are unsuccessful even though they are intelligent that attractive women. (Russell, Wilson and Hall, 1992).

The Several researchers reported over a period time that the body image represents our body shape, proportion of body weight had significant value when it comes to the judgment of general standard of beauty of advertisements (D'Alessandro and Chitty, 2011; Bogin and Varela-Silva, 2010; Westover and Randle, 2009; Puhl and Boland, 2001). Attractive body image is seen as an indicator of interpersonal, material, and career success (Sullivan, 1993). The body proportions applicable for both male and female, in the evidence of Indian art and sculptures measurements are showed very specifically. This is clearly mentioned to the female body measurements.

### **Conclusions:**

Beauty the term is a unique. Based on the literature, the beauty definition can be varied by time to time. When it's come to external, many of the factors are involved to perceive the beauty. The cultural and social factors are played major role to define the external beauty. From ancient period to present the good looking or physical attractiveness consider as a beauty. When it comes to women beauty, white skin of fair skin is the main factor as measurement of beauty than body measurements or body shape. In Indian context the women beauty is connected with Goddess, which is white skin, big eyes, thin hip and long and thick hair.

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