

A study on the Changes in Aesthetic Image of Korean Females

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Introduction

Human has been pursuing beauty since its origin. Aesthetic image symbolizing masculinity and femininity have been evolving through human history. Feminine aesthetic image is being diversified as more women who follow occupations have remarkably increased. That seems to be affected by social role of women, the social atmosphere, and standard of beauty of the times. That has been changed through the times are to express an ideal beauty of each period.

Therefore, the main purpose of this study is to overlook the trends of feminine aesthetic image (makeup, body-design, and fashion) of each period on the base of the relation between the characteristic of feminine aesthetic image and the socio-cultural environments. The results of this study make use of data to establish a proper aesthetic culture of Korean females.

Methodology

This study is to examine the photo stimuli and articles of Taepyongyang Inc.'s journals of outside company from 1958 to 2004. For theoretical knowledge, literatures, articles from newspapers and magazines, internet sites, and fashion magazines are reviewed. The changes in feminine aesthetic image are researched on the photo stimuli (whole body, half body), event/information, and reader's opinion sections of the annual journals. Each period is divided into 10 years as the changes of Korean social-cultural environments. For this study, ninety-six journals are used. In this study, aesthetic image is defined as "visual awareness toward socio-environmentally ideal beauty" and it is classified into makeup, body design, and fashion. And body design is defined as "re-structuring of body seeking an ideal beauty."

Conclusion

The results of this study are as follows;

1. In 1960's, it is the period that western civilizations, industry, and institutions are introduced into Korea. They have an effect on makeup, body design, and fashion. As the results, makeup is represented with a fair skin and being natural skin tone to be similar to skin color of westerner. For body design, it is shows a tendency toward preference of slim-waist, long-legged, and balance oneself, because women have a yearning for beautiful

well-proportioned bodies. For fashion, miniskirt emphasizing long-legged, tailored suit design emphasizing slim waist, and Hepburn look are in vogue owing to minimalism and westernization.

2. In 1970's, it is the period that the social advancement of women, the value change, and the development of economy and industry appear in Korea. In the concretely, makeup is in fashion to represent clear-cut features to display women's own social ability. For body design, slim or unrealistic body line to be exaggerated is more preferred. For fashion, unisex mode or comfortable dress or formal dress is widely used.
3. In 1980's, the Asian Games (1986') and the Olympic Games (1988') are arouse peoples' interest for sports. Because of those, Korean social atmosphere take an active turn. Therefore, makeup is used vivid tone in blue or orange or yellow, etc to be represented healthy beauty. Body design is preferred the body line put on muscle. For fashion, it appears more gay colors and variety of fashion items- casual wear, sports wear, easy wear, and etc.-.
4. In 1990's, the period that ecology movement, protection of environment, and eclecticism from postmodernism is represented all over the society. These factors have considerable influence upon makeup, body design, and fashion. Consequently, makeup is represented by clear and transparent skin and natural colors to look like natural beauty. And it is in fashion makeup to emphasize eyes or lips. For body design, it is preferred body of a lean look by immoderate diet with control of food. For fashion, it is in fashion small size due to preference of thin body. And it is preferred spandex material.
5. In 2000's, it shows a tendency toward well-being and retro trends. This period is preferred environmentally-friendliness, the utilization of waste material over the whole field of society. Therefore, makeup is used colors of light tone and pastel tone under the influence of environmentalism and well-being. For body design of thin body, professional, systemic, and artificial diet methods by yoga, fitness, dances, and suction lipectomy are preferred more than the past. For fashion, it appears yoga fashion, comfortable fashion, and casual wear, etc.

Therefore, aesthetic image (makeup, body design, fashion) of Korean females can be referred as a cultural product that represents certain culture or a region. And recently they are more likely to intent the various and individual beauty, rather than a norm of ideal beauty.

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