

## Theoretical Inquiry for the Study on Beauty Aesthetics – Centered on the hairstyle –

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### Abstract

The purpose of this study is to inquire into the necessity and problem of the study on beauty aesthetics, and the direction and method of its study theoretically by applying the concept of aesthetics to the beauty art as an attempt to build up aesthetic concepts of beauty art.

As results of inquiry, the study on beauty aesthetics is essential for the adaptation to demands for the creativity of beauty art. As for problem of study on beauty aesthetics, it is necessary to conduct an aggregate study at various angles since the aesthetic value of beauty art (hairstyle) is realized by interaction of the social·cultural value or practical value and pure artistic value, and the unique cosmetic beauty of any era or nation·group·individual is created on the basis of hair designers and individual spirit, emotion and taste, etc. and its perceptual·aesthetic enjoyment is accomplished variously.

As for the direction and method of study on beauty aesthetics, the quest with abstract·speculative self-examination into the beauty having its subjective meaning must be accomplished.

This thesis would like to contribute to the building up of beauty industry field as beauty arts based on the aesthetics by successive coming forward of personnel for beauty who combine the aesthetic abilities meeting the diversified requirements of modern society and by improving the recognition of persons recognizing the beauty industry field as a technical field only.

**Key Words** : beauty aesthetics, cosmetic(hairstyle) beauty, aesthetic object,  
aesthetic value, aesthetic attitude

### I . Introduction

The purpose of this study is to present the necessity and problem of the study on beauty aesthetics, and the direction and method of its

study as an attempt to build up the aesthetic concept of beauty art. Like studies on aesthetics being accomplished actively in other fields of study in arts, the close examination into the autonomous essence of aesthetic value which

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makes the cosmetic beauty as the beauty will be accomplished when the beauty art(limited to the hairstyle) is defined as the aesthetic object, and furthermore, this abstract-speculative self-examination study is said to be the way of defining tangible beauty(hairstyle) as the intangible world of human spirit.

It is the real situation that the quest into beauty aesthetics based on the abstract · speculative method has been rarely accomplished home and abroad. When taking a good look at the preceding studies, Hee-Dae Han<sup>1)</sup> examines the meaning of aesthetics in the 『Theoretical approach on the beauty aesthetics from the viewpoint of aesthetics』 and makes it clear that the beauty arts is the subjective and intelligence-oriented work rather than the substantial and objective panorama category in the arts by expanding it into the beauty arts. Though it was stood high in estimation in the respect that it was the only one and the first preceding study on beauty aesthetics home and abroad, it was inconvenient in the respect that it was a comprehensive study on beauty aesthetics without having concrete definitions on concept for the primary aesthetic facts such as the aesthetic object, aesthetic value and aesthetic attitude which are the main problem areas in the essence of cosmetic beauty or beauty aesthetic phenomenon in the study on beauty aesthetics.

The studies on music aesthetics and arts aesthetics, etc. had been actively accomplished starting from the ancient philosophy until reaching the present age. And the domestic aesthetic aesthetics was accomplished by Chang-Ryong Kim<sup>2)</sup> firstly in 1991, and it is not too much to say that the aesthetics of photography which is similar to the beauty art in a part called as technology was equipped with firm system as study in arts not as technology by

utilizing 『Photo story』 written by Susan Sontag<sup>3)</sup> which made the essence of photography clear. In addition, though its material is different, the fact that the aesthetics of costume which is similar to the beauty field in the aspects of common feature between technology and formative arts was introduced in Korea prepared an opportunity to search for the costume beauty abstractly-speculatively starting from the 1970's through introducing 『Aesthetics of costume』 (1975) of Moon-Ho Jang and 『Aesthetics of costume』 (1982) of Gyu-Wha Cho as starting point. Afterwards, it is a real situation that the costume has been considered as an aesthetic object rather than viewed as technology on the costume beauty or as the development history in costume forms, and that the study analyzing · evaluating it while providing systematic framework of study based on historical · anthropological · social · comparative aesthetic · semiologic · artistic research methodology to discourse the essence of aesthetic value of costume is being activated.

Therefore, by applying the concept of aesthetics to the beauty art, this study would like to contribute to the building up of beauty industry field as beauty arts by presenting the necessity and problem of the study on beauty aesthetics, and the direction and method of its study through theoretical inquiry as well as by successive coming forward of personnel for beauty who combine the aesthetic abilities meeting the diversified requirements of modern society and by improving the recognition of persons recognizing the beauty industry field as a technical field only.

## II. Understanding on the beauty

### 1. Concept of aesthetics

#### 1) Formation and meaning of the aesthetics

The aesthetics is a science started from the West which was formed by being derived from human life which tries to solve various problems of real life faced by human being wisely through criticizing in accordance with the ability of mental activity of human being and through obtaining theoretically systematic knowledge. It is known that the terms "aesthetics" was started to be used from <Aesthetica> which was published in 1750 by Alexander Gottlieb Baumgarten (1714–1726) in the mid-eighteenth century.<sup>4)</sup>

The aesthetics is the 'philosophy of arts activity' and it can be defined as the science studying the universal law on which human beings obtain the surrounding world aesthetically and the structure or development law for arts culture.<sup>5)</sup>

In addition, in the aesthetic culture occupying the whole areas of culture together with the academic culture, religious culture and moral culture achieved by the mankind, the meaning of aesthetics lies in its playing a great role in creating culture by deeply affecting on making the highly refined aesthetic emotion, polished aesthetic sense and sound aesthetic taste for that society, nation, race and era.<sup>6)</sup>

#### 2) Research method of the aesthetics

##### (1) Concrete-empirical method

The empirical study is to make close inquiry into the general law, essence and purpose, etc. inductively by observing and analyzing them on the basis of aesthetic phenomenon or arts phenomenon as a firm empirical fact getting out of the previous idealistic aesthetics.<sup>7)</sup>

① Anthropological method: Method in search of the beauty by grafting the study on essential, social and cultural course to date after origination of mankind together with the empirical and scientific study on the phenomenon of arts.

② Psychological method: Quest for the artistic creation or psychological fact of aesthetic acceptance or psychological basis of aesthetic value, etc. as the center of issues.

③ Ethnopsychological method: As the method examining the origin of formation and origination of arts for each era or race closely, it tries to discover the development law of national spirit from the language, arts, myth and religion, etc. which are the common outcomes of national spirit.

④ Sociological method: Inquiry into the issues in relation to the social effect of arts such as the social-economic restrictions, class trait of arts, etc. in the activity for arts.

⑤ Artistic method: Applying the social, physiological, anthropological, development historical and comparative style methods on the objective phenomenon of arts.

⑥ Physiological method: Quest for the beauty through physiological study on the sense and central nerve on the basis of physiological conditions from which the aesthetic consciousness is resulted.

##### (2) Abstract-speculative method

The speculative self-examination into the beauty was started from the ancient philosophy including Platon(B. C.427–347) in the ancient Greek era, and it had formed a main stream of the aesthetics over about one century after Baumgarten of 18th century. It was stopped in 19th century temporarily because the empirical and scientific aesthetics became influential at that time, and this methodology had been appeared before or after 20th century.<sup>8)</sup>

① Phenetic method: It discusses the aesthetics as a science of expression from the standpoint of arts philosophy by placing the essence of arts at the expression.

② Phenomenological method: As the essentialism which became influential from the viewpoint of counter-argument against attaching importance on the fact in the positive empirical and scientific aesthetics in latter half of 19th century, it grasps the essence of fact existing in the fact through intuition.

③ Metaphysical method: By assuming the ultra-sensual transcendental substance, as for the standard of all the beauty, it regards the transcendental idea rather than the subjective sensitivity as the standard of beauty.

④ Semiologic method: It tries to apply the methods of analytical philosophy or symbolic logic which is combative against recent existential philosophy as issues in the aesthetics.

## 2. Problem areas of the aesthetics

### 1) Aesthetic object

As the objects causing aesthetic experiences, the attributes to make them are consisted of the sensory aspect of objects which stimulate the five senses, form, the representational capacity of objects, the symbolic value of objects and the cognitive potential of objects.<sup>9)</sup>

### 2) Aesthetic value

As the form of activity for the beauty, it has the both sides of aesthetic enjoyment(aesthetic contemplation) and creation of arts as the receptive · productive aspect or static·dynamic aspect. This form of human activity for the beauty is called as the aesthetic consciousness also, and it is regarded as the object for main self-examination in the aesthetics.<sup>10)</sup>

### 3) Aesthetic attitude

As the core problem areas of the aesthetics, it is distinguished from our daily attitudes and concentrates on the aesthetic feature of objects while responding to the intrinsic value of certain object. Ultimately, it refers to the attitudes maintaining the imaginary distance from the object.<sup>11)</sup>

## 3. Viewpoint of the beauty

### 1) Aesthetics of objectivism

It is to study the beauty from the aspect of art works as objective existence, i.e., aesthetic object.<sup>12)</sup> It indicates the formal properties such as proportion or objective objects such as transcendental entity like ideology.

### 2) Aesthetics of subjectivism

It argues that the viewpoint lies in the attitude of subject grasping the aesthetic object, i.e., in the mind of person contemplating the aesthetic object. That is, when we pose the special attitudes of subject, so called aesthetic attitudes, it designates the aesthetic object as the meaning of object for them. The concept of beauty as the traditional 'beautiful' was extended to the aesthetic category including elegant, sublime, tragic and even dirty things by this concept of beauty with subjective meaning.

## III. Application to the beauty aesthetics

### 1. Concept and problem areas of the beauty aesthetics

When applying the theoretical concept of aesthetics to the beauty, it is expressed as

follows.

The beauty aesthetics is the 'philosophy of the beauty arts activity' and it is a science studying the universal law upon which the human being obtains aesthetically to dress up its hairstyle(hair formation) beautifully and the structure or development law for beauty arts culture. The area of beauty aesthetics can be classified into the hairstyle which is the objective aesthetic object and our aesthetic attitude which is the subjective aesthetic action.

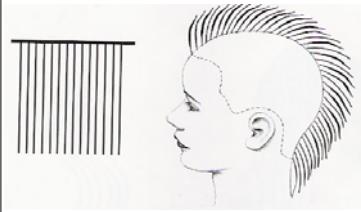
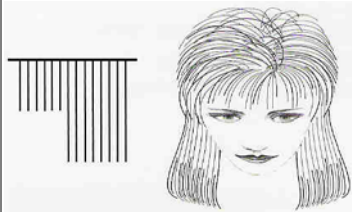
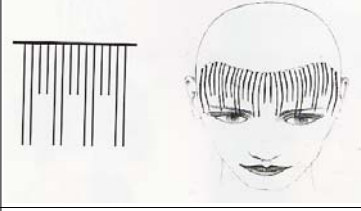
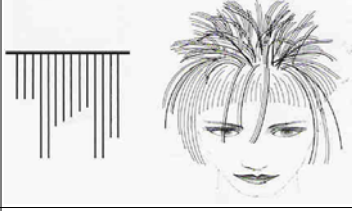

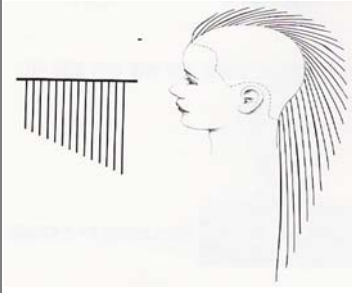

object which is called as the beauty(hairstyle) can be divided into the form and content aspects. The form of beauty aesthetics is being grasped as formation elements such as the form, texture and color, etc.<sup>13)</sup> or as formation principles<Table1> such as repeat, contrast, shift, balancing and asymmetry, etc. which compose·arrange them, and it refers to the aesthetic feature of object called as hairstyle. The content of beauty aesthetics is the collective spirit world of the will to arts, emotion, thought and imagination, etc. of hair designer who wants to create this aesthetic feature of aesthetic object, and it can be defined as the intrinsic

1) Aesthetic object

The elements composing of the aesthetic

<Table1> Formation principles of aesthetic object

reference : PIVOT POINT(1998), *Hair sculpture Ladies*, Pivot Point International, pp.38-44.

Formation principles of aesthetic object			
repeat		contrast	
shift		disharmony	
balancing	symmetry 	progress	
	asymmetry 		

aesthetic value inherent in the aesthetic feature of the beauty. Collectively, we call it as the style of the beauty. The special or universal style of the beauty has been created on the basis of national or individual aesthetic consciousness in accordance with the era, and the special or universal lifestyle, way of action and way of thinking have been expressed and the special or universal aesthetic value has been created therefrom.

## 2) Aesthetic value

The aesthetic value refers to the internal reaction experienced by persons from that aesthetic object at the moment of their meeting with the aesthetic object(created hairstyle).

The beauty(hairstyle) has the essential aesthetic value in respect that its origin was to satisfy the human decorative-aesthetic desires, practical value of hairstyle, etc. suitable for the lifestyle, and the symbolic value in respect of the satisfaction to social-cultural desires. In other words, the beauty (hairstyle) must not prevent other various activities of human being, and it must be created for the useful purpose suitable for the modern lifestyle. This aspect is called as the functional design of reasonable hairstyle in the purpose-oriented behaviors, and it is the technical beauty of hairstyle based on the practical value. In addition, the hairstyle is being created as the search for the meaning of beauty experienced in the human history and society, etc., i.e., the natural beauty also. The natural beauty is the basis to the symbolic value of hairstyle for the satisfaction of social-cultural desires, and the expressive function of hairstyle can grasp the identity for the social structure such as kinship, gender role, politics, religion and economy, etc. as well as express the appearance and norm of the socially established

behavior, and it expresses the overall moral-ceremonial-technical appearance of culture. However, the human being has been attempted to change ceaselessly in search of the new appearance of hairstyle despite that it had satisfied the practical value and symbolic value in the hairstyle. While the demand for the more 'newness' and 'aesthetic' thing was attached great importance in 20th century, the creativity based on the intentional will to arts of hair designer for the hairstyle is being emphasized. This is the very arts beauty which is the essential aesthetic value required by human beings for the hairstyle. The 'hairstyle' is being realized better than any other 'object' created by the human being as the 'place of realization' of desires for the 'aesthetic value' of human being. This 'aesthetic value' is being existed as the emotional-spiritual value and pure impression of human being to the hairstyle object, and simultaneously, as the object giving human beings the pleasant sensation. In addition, based on the intentional will to arts of hair designer, the beauty aesthetics can not be realized if it does not follow the social fashion system(natural beauty) even though it is the hairstyle containing the good principle and form, imagination and emotion or association in it, and the aesthetic value of hairstyle is not accomplished if it can not satisfy the physiological · anatomical conditions including lifestyle or taste, personality of customers.

Therefore, the beauty aesthetics is the one containing all of the purpose-oriented technical beauty(practical value), social-cultural natural beauty(symbolic value) and the artistic beauty(aesthetic value) based on the pure aesthetic desire, and it is unreasonable to study it by classifying as one part. This is because that the natural beauty is expressed by original human nature chasing the

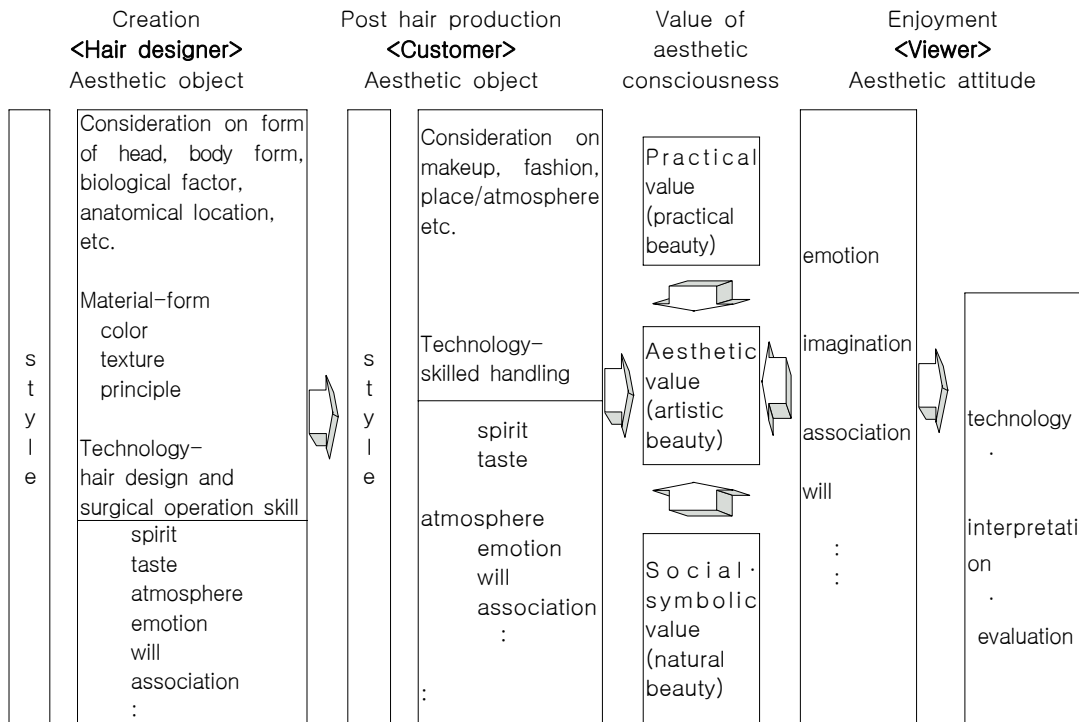
fashion system of society from one hairstyle, and the artistic beauty and technical beauty can be expressed through post hairstyle production to express pure individual aesthetic experience. The practical value, social-cultural value or pure artistic value of hairstyle is not the mutually exclusive relationship but inseparable relationship. The beauty aesthetics is based on the social-cultural value with hair as its material by taking into consideration of the form of head or body form/body type, profile, facial form, hairline, hair growth pattern, hair density, hair quality, anatomical location, etc., and it is created together with our special emotion, thought and will to arts, etc.

on the created hairstyle, i.e., the aesthetic enjoyment, and it is the attitude contemplating at the passive aspect of aesthetic consciousness. Generally, our subjective aesthetic attitude and aesthetic enjoyment on the cosmetic beauty are not only sensual perception based on our aesthetic experience beyond any observation or recognition action on the hairstyle, but also technology, interpretation and evaluation for the emotion, association, imagination and will, etc. It can be classified as formative arts in the respect that the visual reaction against form, color and texture, etc. which are the design element of hairstyle evokes the most aesthetic effect.

3) Aesthetic attitude

It refers to our subjective aesthetic action (attitude)

If we arrange the above-mentioned contents, as shown in the <Figure1>, the aesthetic consciousness on hairstyle is being deployed in such a manner that the hairstyle which was created



<Figure1> Aesthetic consciousness of the beauty

by taking into consideration of customer's feature on the basis of the will to arts and emotion of hair designer, that is, the aesthetic object is being re-created in accordance with individual customer's post production, and it is not only perceived sensuously by the aesthetic attitude of viewer but also aroused emotional reaction together with it.

## 2. Study on the beauty aesthetics

### 1) Necessity of the study on beauty aesthetics

Starting from the primitive age, the human being has become the phenomenon of comparatively complex social culture. Though not equal to the science·arts, it is not too much to say that the beauty science is keeping a close relationship with them in the field of modern development of society. That is, the scientific approach of beauty means that the various scientific methods have established the system and foundation as beauty science through deeply realizing objective disciplines of beauty activity by forming large quantities of cross-departments such as somatology, anatomy, hair science, cosmetic psychology, cosmetic statistics and cosmetic marketing, etc. after flowing into the academic system of beauty. The artistic approach of beauty means the approach to satisfy the progressively increasing aesthetic demand by intensively expressing the aesthetic consciousness inherent in the beauty activity as arts, and to promote the development of beauty industry by inducing beauty managers engaging in the beauty industry to recognize their prides as arts and inducing many customers using the beauty industry to recognize as beauty arts. The beauty requires aesthetics to provide the basis of artistic approach, and requires to obtain the support of aesthetics together with it. With this,

the scientific approach and artistic approach of beauty starts to spread both wings in the expanse space called as the social life of mankind without any regret.

Fundamentally, the purposes of scientific approach and artistic approach of the beauty are successive coming forward of personnel for beauty who combine the aesthetic abilities meeting the diversified requirements of modern society, and improving the recognition of persons recognizing the beauty industry field as a technical field only, and together with them, contributing to the building of beauty based on the aesthetics as the beauty arts. The beauty area has been gained importance day by day because human aesthetic desires have been changed accordingly in accordance with the development of modern society. The reasons why we are studying the beauty aesthetics are for adapting to requirements of the artistic approach of beauty, and in addition, for making the beauty display its important aesthetic ability to meet the aesthetic desire of mankind. That is not limited to the beautiful change of human appearance only, but because it plays an important role in creating a completely developing new human being by making the mind and body of human being beautiful and perfect day by day through beauty.

### 2) Problems of the study on beauty aesthetics

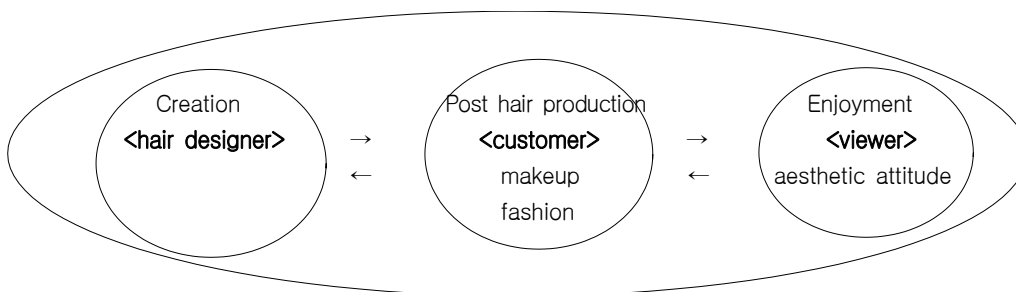
The aesthetic value of beauty(hairstyle) is formed by the interaction of social·cultural value or practical value and pure artistic value, and the unique cosmetic beauty(including beauty, grace, comeliness, sublime, comic, aptness, ugliness, classical beauty and romantic beauty) of one era or nation·group·individual is created on the basis of hair designers and individual spirit, emotion and taste, etc. and various



perceptual·aesthetic enjoyments are accomplished. Therefore, the general study with various angles is required in studying the cosmetic beauty. Unlike other arts, the hairstyle has the feature of taking human hairs as its material. The individual as well as hair designer is included also in the activities creating the hairstyle as aesthetic object. That is, the individual who creates another aesthetic effect is included also because it will be combined to meet individual taste or emotion, lifestyle if any hair designer who has the will to make aesthetically valuable hairstyle and the customer who is the aesthetic object purchase any beauty service(surgical operation of hairstyle) handle and handle it ex post facto. Besides, in activities of aesthetic action which appreciates the hairstyle, it can be called as aesthetic judgement on the hairstyle decorated by giving the form or texture and color which is elements of hair design to the hair which is a part of human body. In addition, we discourse on the cosmetic beauty while seeing the hairstyle painted at the ancient wall painting or hairstyle at ancient relics and statues. The beauty of other arts such as paintings or sculptures, etc. is the relationship of enjoyment based on the aesthetic attitude of human being mediating the creative products, but the cosmetic beauty is materialized by creative products(created hairstyle) by hair designer, material

called as hair and mutual aesthetic experiences with the person appreciating the created hairstyle.

However, if we explain the aesthetic enjoyment on hairstyle on the basis of contents of aesthetic enjoyment on costume<sup>14)15)</sup>, many difficulties are accompanied because the technology, interpretation and evaluation felt in accordance with the contextual circumstance are appeared very differently in addition to the creative product and human relationship. The context means an intellectual structure and a concept brought by us for the purpose of considering and interpreting something, and it is an artificial situation also.<sup>16)</sup> That is, as shown in <Figure2>, the contextual circumstance in the beauty(hairstyle) includes the whole appearance (fashion, makeup style and body form, biological factors[profile, facial form, hairline, hair growth pattern, hair density, hair quality], structural design of hairstyle in consideration of anatomical location<sup>17)</sup>, etc.) of individual purchasing the beauty service(created hairstyle) made by hair designer, the attributes of any individual purchasing the beauty service(created hairstyle) or any viewer(third party) seeing it, and the essence of circumstance where interactions are occurred and the overall history about their relationship.



<Figure 2> Aesthetic consciousness and contextual circumstance of beauty

As an example, in case of the hiphop or reggae type hairstyle which was popular in Korea during the 1990's, the aesthetic value delivered through hairstyle is enjoyed by the viewers very differently according to the age of individual customer who selected it. That is, while youngsters in their teens or twenties express the beauty of play by calling it as sensible hair fashion, but the middle-aged or old adults express the hairstyle as the beauty of ugliness. For example of the aesthetic enjoyment in accordance with the diachronic context in addition to this synchronic context, the pouf style of Marie Antoinette which is highly inflated like buildings at the rococo era represented the beauty of grace at that time, but it is ridiculous and can be the object of ridicule in modern times. Besides, in case of the cosmetic beauty, recently the study on beauty has been accomplished generally at the objective aspect which analyzes formative elements or principles of hairstyle. Meanwhile, it is not too much to say that the special attitude of subject on the created hairstyle, i.e., the cosmetic beauty in the subjective meaning based on the subjective perception has been neglected. Of course, it is widely known that the essence of beauty lies in the decoration based on the aesthetic demand by real nature of human being, but when looking through the history of beauty, it is the history as symbol of the authority and power of royal families or nobles or upper-class people, and it is being existed only as the 'history of beauty without any person's name' or as national style or era style.

Thus, it is considered that the presentation of framework comprehending the beauty of hairstyle in its subjective meaning, i.e., the aesthetic category is lacked generally.

### 3) Direction of the study on beauty aesthetics

When the beauty aesthetics makes cosmetic beauty as its object for study, it can be established on the basis of direction toward which the aesthetics studies the beauty, and it can be shown in the standpoints of aesthetics of objectivism and the aesthetics of subjectivism, and the form and content in accordance with the aesthetic object.

#### (1) Aesthetics of objectivism and the aesthetics of subjectivism

It refers to the realization of beauty according to our recognition on the location of beauty in grasping the essence of beauty.<sup>18)</sup> The aesthetics of objectivism is to study the beauty from the aspect of hairstyle which is the art works as objective existence, i.e., the aesthetic object. It refers to the objective object such as formal property like proportion or arrangement, etc. in design for hairstyle. That is, it may be said that this objective concept of beauty has been dominated, though not so many studies had been accomplished yet in the study on cosmetic beauty. The aesthetics of subjectivism argues that the viewpoint lies in the attitude of subject grasping the hairstyle which is the aesthetic object, i.e., in the mind of person appreciating the aesthetic object. That is, when we pose the special attitudes of subject, so called aesthetic attitudes, it means the special attitude of subject at the time of looking at and feeling from the hairstyle. The concept of beauty for hairstyle as the traditional 'beautiful' can be extended to the aesthetic category including elegant, sublime, tragic and even dirty things by this concept of beauty with subjective meaning. The objective concept of beauty searching for this cosmetic beauty can be studied by utilizing the formativeness of hairstyle, and the subjective

concept of beauty can be studied by utilizing the aesthetic category of hairstyle (beauty, grace, comeliness, sublime, comic, aptness, ugliness, classical beauty and romantic beauty).

(2) Form and content

In the aesthetics or costume science etc., the elements composing of the aesthetic object are divided into the form and content aspects, and it had been discoursed as the theory on style of arts. That is, in case of the theory on arts, it is said that the controversy had been conducted as dual structures of style such as "does the beauty which is the essence of arts lie in the form of object or in the content?"<sup>19)</sup> Though this aspect of study had rarely been accomplished in the beauty aesthetics, it is possible to study in the aspect of form and content. For example, the Afro or reggae style which was wide spread by a famous singer over 1960's and 1970's of the West is the style which had a great vogue starting from the whole U.S.A to the Asian region afterwards due to the beautifulness being felt from the formal aspect of hairstyle, from the braided or inflated hair texture. However, if we look into the content aspect of this hairstyle which was started by black people for the first time, it may be considered as the case of intentional propagation of hair fashion culture from downward to upward direction as part of the civil rights movement for colored people at that time. Then, it is considered that the study can be possible by asking 'will the beautifulness of Afro or reggae style be based on the form which is the texture of braided or inflated hair? or, on the content which is the mental aspect of black people who were smothered by white people and propagated it upward intentionally?'

4) Method of the study on beauty aesthetics

As with various methods studying the beauty, it is possible to have various methods studying the cosmetic beauty also.

The study on cosmetic beauty in Korea at the early stage had been conducted by scholars for clothing at the beginning and recently by scholars for beauty. Especially, to make the general essence, function and law on hairstyle clear inductively by observing·analyzing empirical facts on hairstyle from the diachronic·synchronic aspect, they started to have questions about 'why mankind dressed up their hairs?' and explained aesthetic desires of hairstyle by utilizing the satisfaction to artistic·aesthetic desires of human being. Recently, with the conclusion that it is the nonverbal communication media and expressional function, the essence of hairstyle is considered as the aesthetic·artistic object which tries to express the spirit of individual, era and culture, atmosphere, social status or class of individual, propensity of individual and emotion, etc. If we present methods of study possible to be conducted in relation to this cosmetic beauty on the basis of research method for costume beauty<sup>20)</sup>, they are as follows.

(1) Quest based on the concrete·empirical observation

There are anthropological, psychological, ethnopsychological, sociological, artistic and physiological methods as the concrete·empirical methods of aesthetics, and though it is also possible for the study on beauty aesthetics to apply all the research methods like these, there is a slight partial difference. Such are the artistic and physiological studies, and the study on artistic method of aesthetics had been accomplished a lot over the whole hair arts

(hairstyle) such as the studies done by Hae-Young Kim<sup>21)</sup> and Hee-Young Jung<sup>22)</sup> partially in the historical method of beauty aesthetics. In addition, the physiological study which is a method of research on aesthetics can be accomplished like the study done by Young-Wha Kim<sup>23)</sup> due to its visual element in the beauty aesthetics, but the aesthetic quest is not the subject of contents in thesis. Like this, it is possible to make a study partially by using eyesight, but there is no physiological study which was inquired into the beauty by using central nerves, etc. accomplished yet, which is because it's difficult to anticipate to obtain any research outcome by using only the aesthetic element of hairstyle without combining with other aesthetic elements.

① Anthropological method

The conclusion can be reached by comparing cultures of primitive society or modern society mutually in the close examination into the reason for 'Why make up the hairstyle?'

② Psychological method

It is interested in how individual organism reacts against concrete stimulus.<sup>24)</sup> The hairstyle is the reaction at the same time as stimulus, and it can be decomposed into psychological elements such as complex sense, perception, symbol, association, imagination, will and emotion, etc. which compose of the aesthetic experiences through hairstyle, and it can observe the creation of hairstyle or psychological facts of enjoyment after looking at and feeling from hairstyle, etc. analytically. It was not accomplished in the study on cosmetic beauty yet, and in case of recent costume beauty, DeLong provides the framework for method to see the costume beauty from the aspect of perceptive psychology in the book called as 『The Way We Look (at the costume formation)』

③ Ethnopsychological method

As the method examining the generation origin of hairstyle for each era or race closely, it tries to discover the generation origin of hairstyle from the language, arts, myth and religion, etc. which are the common outcomes of national spirit and impossible to be discovered at individual spirit.

④ Sociological method

Compared with the psychological method, it is the study on collective human behaviors of hairstyle, and it is possible to study in accordance with the fashion phenomenon and social customs, etc.

⑤ Historical method

It can interpret-describe from the viewpoint of time on various phenomena of hairstyle. It enables explanation on the change model of present and future hair design from the macroscopic viewpoint and can forecast it. However, it is the real situation that this research method is limited to describe and examine the facts closely as the change in form of hairstyle or an explanation style for objective · universal ideology. Therefore, when we consider hairstyle as the explanation style for the will to arts of human being, more subjective and speculative self-examination and quest must be accomplished to understand the aesthetic value or aesthetic consciousness of hairstyle.

(2) Quest based on the abstract-speculative self-examination

There are phenetic, phenomenological, semiologic and metaphysical methods as the abstract · speculative methods of aesthetics, and though it is also possible for the study on beauty aesthetics to apply all the research methods like these, there is a slight partial difference. In case of the metaphysical method, a study on the ontological value can be accomplished by

targeting at the hairstyle of hippies of 1960s or punkies of 1970s. However, there are slight differences since the metaphysical method whose aesthetic target is the hairstyle of customer instead of hair art stands out two-sidedness in the part that does the customer who is the aesthetic subject of general reality realize any inner value existed for his/her own hairstyle? or is it possible to form any inner value only for himself/herself while making the external form of hairstyle at his/her own way to the hair designer who conducts work activities by using the hair of customer who is the aesthetic subject?

① Phenetic method

This is the method possible to inquire into the beauty through expression property of literary works which translated languages into literation in the inquiry into cosmetic beauty. For example, in the 『The Songs of Solomon』 which is the song of Solomon among the Old Testament, the expression stating the long tress of hair braided with golden hair of heroine as 'the twisted hair of goat plucking the grass'<sup>25)</sup>.

② Phenomenological method

As the more fundamental issue than the essential structure of aesthetic consciousness on hairstyle, it is the method possible to make the ontologic nature of the beauty or hairstyle itself clear. That is, in dealing with the issue of consciousness contained in the inner part of phenomenal cosmetic beauty, it is to search for the beauty from the origin where that hairstyle was possible to be existed rather than the aesthetic essence of hairstyle itself.

③ Semiologic method

It can inquire into the meaning, function, mentality and structure on the basis of language theory on the phenomenon appeared at hairstyle.

## IV. Conclusion and suggestions

If we summarize results of inquiry into the necessity and problem of the study on beauty aesthetics, direction of study and method, etc. theoretically by applying the concept of aesthetics to beauty aesthetics, it is as follows.

The beauty aesthetics is the 'philosophy of the beauty arts activity' and it is a science studying the universal law upon which the human being obtains aesthetically to dress up its hairstyle(hair formation) beautifully and the structure or development law for beauty arts culture. This study on the beauty aesthetics is to adapt to the demand for the creativity of beauty art, and it is essential for making the beauty display its important aesthetic ability to meet the aesthetic desire of mankind.

Besides, there are problems that the aesthetic value of beauty art(hairstyle) is realized by interaction of the social-cultural value or practical value and pure artistic value, and the unique cosmetic beauty of any era or nation·group·individual is created on the basis of hair designers and individual spirit, emotion and taste, etc. and its perceptual·aesthetic enjoyment is accomplished variously. Therefore, for the beauty aesthetics, an aggregate study must be accomplished at various angles. The studies to date whose aesthetic object was the beauty (hairstyle) are mostly those from the objective aspect of analyzing formative elements or principles, etc., and the technology, interpretation and evaluation on the cosmetic beauty with the subjective meaning of beauty have been neglected. Thus, to meet the direction of other arts science studies being accomplished recently, the study on beauty with the subjective meaning is desirable to be achieved by differentiating the perception on the aesthetic value of beauty. In addition,

unlike that the inquiry based on concrete-empirical observation simply describes· explains aesthetic facts on aesthetic object(hairstyle), the inquiry into the abstract-speculative self-examination is the principle having the universal validity which enables to establish the fact of aesthetic experience on the aesthetic object(hairstyle) as one fact, and since it has the significant meaning in making the ground or essence and significance, etc. of aesthetic value on aesthetic object(hairstyle) grasped, it shall be regarded as the method for studying beauty aesthetics.

As stated above, on the basis of this study, we eagerly hope that the beauty displays its aesthetic ability which meets the aesthetic desire of modern mankind, and we hereby suggest that the study necessary for building up the concept of beauty aesthetics such as close examination on the essence of aesthetic object(hairstyle), or materialization of the concept of aesthetic category with subjective meaning, etc. should be accomplished at various angles in the follow-up study.

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