



Social Sciences : Cultural Studies

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Beauty and the Norm

Debating Standardization in Bodily Appearance

- Presents a well-rounded, nuanced, and cutting-edge discussion of the globalization of beauty
- Engages with concepts of beauty using case studies from around the globe
- Locates beauty ideals and ideas within larger discussions of disability, race, feminism, art and media representations, and bodily politics

Recent decades have seen the rise of a global beauty boom, with profound effects on perceptions of bodies worldwide. Against this background, *Beauty and the Norm* assembles ethnographic and conceptual approaches from a variety of disciplines and across the globe to debate standardization in bodily appearance. Its contributions range from empirical research to exploratory conversations between scholars and personal reflections. Bridging hitherto separate debates in critical beauty studies, cultural anthropology, sociology, the history of science, disability studies, gender studies, and critical race studies, this volume reflects upon the gendered, classed, and racialized body, normative regimes of representation, and the global beauty economy.

Palgrave Macmillan



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