Digital Enhancement of the Female Figure: Harmful Fallacy of Perfection or Fair Marketing Tool?

**Background**

What happens when women of society see highly enhanced images of women and perceive them as real beauty? Researchers and editors in medical, lifestyle, and commercial media talk about how society’s obsession with thinness and youth have contributed to this issue. In the article, we will explore the effects of digital enhancements on women and how these changes affect society. Studies have shown that digital enhancements can be used to promote a certain body image and create an unrealistic standard of attractiveness.

**Issue**

Digital enhancements are often used to make women appear thinner, younger, and more beautiful. These enhancements can include things like retouching, smoothing, and even adding features such as a perfect complexion or a thin waist. This can create an unrealistic standard of beauty that women may strive to achieve.

In the article, we will explore how digital enhancements affect society and how they can be used to promote a certain body image. Studies have shown that digital enhancements can be used to promote a certain body image and create an unrealistic standard of attractiveness.

**Experiments Concerning Women and Advertising**

Body dissatisfaction can be defined as one’s unhappiness with her appearance or one’s distorted view of her own worth. It is often triggered by comparing one’s body to the ideal images presented in advertisements or magazines. In the experiments conducted by the researchers, women were shown images of models that were digitally enhanced. The women were then asked to rate their own attractiveness and body satisfaction. The results showed that women who were shown the digitally enhanced images rated themselves as less attractive and less satisfied with their body. This suggests that digital enhancements can create unrealistic expectations and contribute to body dissatisfaction.

**Conclusion**

It is difficult to absolutely answer whether digital enhancement of the female figure is a harmful fallacy of perfection or fair marketing tool. Because previous studies reveal that women are adversely affected by images of the ideal woman, it can be reasonably concluded that digital enhancement of the female figure is a harmful fallacy of perfection to all women. However, because marketers are not so photorealistic, their images are not held to the same standard. Thus, digital enhancement of the female figure should be considered as a fair marketing tool. Expanding upon these viewpoints is ethical frameworks; the supplementary paper concludes that further research should be conducted to determine whether society as a whole benefits from this technology. This research should digital enhancement as the only independent variable to answer the following questions: Do women have negative effects on their mood and self-esteem when seeing digitally enhanced photos? By how much does one woman perceived to be a product when it is used? How much do women who have low self-esteem value the right to market a product with digital enhancement more or less than the possible effects it may have on women? An evaluation of the answers to these questions will determine whether society desires or resists digital enhancement of the female figure as a whole. Finally, this analysis would lead to what kind of policy, if any, should be placed on digital enhancement of the female figure.

**Sources**


**Notes**


