

## Views of the Self in Beast and Beauty K-Dramas: The South Korean Paradigm of Beauty

**Authors :** Patricia P. M. C. Lourenço

**Abstract :** South Korean Entertainment Industry has reversed the gender binary through Beast and Beauty Korean dramas that perpetuate Korean unrealistic beauty standards by emphasizing freckles, acne, pimples, excessive weight, fizzy hair, glasses, and braces as ugly and unattractive, therefore in need of correction to fit into society's pre-established beauty mould. This pursuit of physical beauty as a happiness goal only detracts singularity in favour of mundaneness, sustaining the illusion that unsightly women need to undergo a physical transformation to improve their lives while handsome, wealthy men need not do anything more than altruistically accept them for who they really are inside. Five Beast and Beauty dramas were analysed for this paper. The assessment revealed that there is standardization and typecasting of Beast and Beauty roles in K-Dramas, a reflection of South Korean's patriarchal society where women and men are continuously expected to fulfil their pre-established gender binary roles and stereotypes.

**Keywords :** K-dramas, beauty, low self-esteem, plastic surgery, South Korean stereotypes

**Conference Title :** ICTMC 2022 : International Conference on Television and Mass Communication

**Conference Location :** London, United Kingdom

**Conference Dates :** July 28-29, 2022