

This article was published in the Scientific Journal NovaUm.Ru №45 in 2023 in Russian.

This article has been translated into English by its author Shchemelinin K. S.

The original article on Russian can be read at:

<http://www.schemelinin.com/KS-beauty-contest-2023.pdf>

<https://www.elibrary.ru/item.asp?id=54921548>

Konstantin Sergeevich Shchemelinin (rus: Константин Сергеевич Щемелинин)

ORCID:0000-0002-3636-1583

THE TRIPPLICITY OF BEAUTY CONTESTS HELD SINCE THE MIDDLE OF THE XX CENTURY AND AT THE BEGINNING OF THE XXI CENTURY

Abstract. Beauty contests held since the middle of the XX century and at the beginning of the XXI century are a continuation of the bride fair held in Ancient Babylon. It was revealed that these beauty contests are a combination of three different principles: a spectacular event, a physical beauty contest and a bride contest.

Keywords: *beauty contest, beauty, bride, show business, spectacle*

Modern Beauty Contest

In my opinion, the basis for modern beauty contests is the bride fair held in Ancient Babylon, during which unmarried men set a price for the unmarried girls they liked, and the one who was willing to pay the most received the right to marry the chosen one [2]. The auction price in this aspect was analogous to the bride price, which is widespread among many peoples.

To select the winner of a modern beauty contest, the participant's appearance, the beauty of her outfits, the ability to answer questions, and move on stage are subjectively evaluated. In addition, the jury and the audience know the name, education, age, hobbies and aspirations of the contestant, as well as which region or organization she represents. In addition, contestants must not have problems with the law, be unmarried and have no children, and do not have erotic photos [1].

This set of information is, in fact, a set of poorly related or not related parameters at all, for example, what does education have to do with beauty?

In my opinion, the requirements for participants in modern beauty contests are threefold: the contest of physical female beauty and the contest of brides, as well as the requirements for a spectacular event, which is why the bride fair has lost its original essence.

Physical Female Beauty Contest

For this contest, it is enough to know the name of the contestant-and that's all. Even her age is not an important characteristic!

For this competition, plastic surgeries that can be used by participants are quite acceptable.

For a subjective choice of the standard of physical female beauty, it is absolutely not necessary to know the education, hobbies, dreams, and so on of the contestants.

Bride Contest

For a bride contest, you need more information about the applicant herself than about her external data.

Of course, a pretty girl from an ordinary family may well be a popular bride, but subjectively an ugly girl from a rich family is, in many cases, a more preferable bride.

So, here is an approximate set of data that should be known to the jury and the audience about the participants of the bride contest:

1. The contestant's age.
2. Whether the contestant is still a virgin.
3. The contestant has children.
4. How many children the contestant wants to have.
5. Whether the contestant was previously married.
6. The contestant's family and environment – who does what, where she lives.
7. The presence of family ties and (or) the amount of possible inheritance from the contestant.
8. The contestant's next of kin has problems with the law.
9. Education, hobbies and aspirations of the contestant.
10. The contestant's attitude to money and men.
11. The contestant's attitude to fashion, cleanliness and cooking.
12. What is more important for the contestant-family or career?
13. Whether the contestant has worked before, and if so, where and by whom.
14. External physical data of the contestant.
15. Whether the contestant has had plastic surgery and, if so, which ones.

Beauty contest as a spectacle

If we consider a beauty contest as a spectacle, then the requirements for participants may well be as follows:

1. Age doesn't matter.
 2. Any facts of the biography can be made public, or they can be hidden.
 3. The participant must pay the costs of participating in the contest for herself.
- State authorities can't help a contestant from their own city, region, country, or organization, because neither their native country nor their native region matters in show business. In show business, only the artist's name matters.

Conclusions:

1. The requirements for a modern beauty contest are threefold: they combine the spectacle, the contest of physical female beauty and the contest of brides.
2. If the main emphasis in a modern beauty contest is on the physical beauty of a girl, then a lot of information about the participant is superfluous.
3. If the main emphasis in a modern beauty contest is on the spiritual and social qualities of a girl, then information about the participant is clearly not enough.
4. If the main emphasis in a modern beauty contest is placed on the entertainment of the event, then participants are not allowed to represent a country, region or organization and receive money from them.

References

1. How the history of beauty contests began. From the temple "Maidens of the Sun" to modern miss // KULTUROLOGIA. <https://kulturologia.ru/blogs/070519/42983/> (date accessed: 08.10.2023).
2. Beauty contest as a cultural phenomenon // KULTUROLOG. URL: <https://culturolog.ru/content/view/1804/32/> (date accessed: 08.10.2023).