

# Topic : Beauty Industry and Cultural Imperialism

## Outline

### A. Introduction

- (i) Comprehending the essence of the statement
- (ii) Beauty industry influences and is being influenced by cultural imperialism
- (iii) Thesis Statement

### B. Beauty industry takes into consideration the propagation of colonial mentality among the masses

- (i) Beauty industry ensures mental servility in the masses through commodities
- (ii) The cosmetic industry interpellates the minds of the common masses through

advertisements - Louis Althusser's ideology

(iii) The bridle of the beauty industry is in the hands of the bourgeoisie who spare no effort in the exploitation of the masses

(iv) The role of electronic media in fostering the imperialistic notions

(v) (Cos<sup>x</sup>poli) Cosmopolitanism has further encouraged the propagation of colonial notions

(vi) The expression of ideology in beauty products which plays a key role in fostering mental servility in a different manner

(vii) The beauty industry sets particular standards among the masses which assists in achieving their

own vested interest.

(viii) The role of beauty industry in fostering the unconscious mimicry of the imperial mindset.

(ix) Beauty industry has ensured market control

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## C. Conclusion