

EMBODIMENT AND REPRESENTATIONS OF BEAUTY

Edited by Esther Hernández-Medina
and Sharina Maíllo-Pozo

ADVANCES IN
GENDER RESEARCH

VOLUME 35

EMBODIMENT AND
REPRESENTATIONS OF BEAUTY

ADVANCES IN GENDER RESEARCH

Series Editors: Vasilikie Demos and
Marcia Texler Segal

Recent Volumes:

- Volume 14: Interactions and Intersections of Gendered Bodies at Work, at Home, and at Play – Edited by Marcia Texler Segal, 2010
- Volume 15: Analyzing Gender, Intersectionality, and Multiple Inequalities: Global, Transnational, and Local Contexts – Edited by Esther Ngan-Ling Chow, Marcia Texler Segal and Lin Tan, 2011
- Volume 16: Social Production and Reproduction at the Interface of Public and Private Spheres – Edited by Marcia Texler Segal, Esther Ngan-Ling Chow and Vasilikie Demos, 2012
- Volume 17: Notions of Family: Intersectional Perspectives – Edited by Marla H. Kohlman, Dana B. Krieg and Bette J. Dickerson, 2013
- Volume 18A: Gendered Perspectives on Conflict and Violence: Part A – Edited by Marcia Texler Segal and Vasilikie Demos, 2013
- Volume 18B: Gendered Perspectives on Conflict and Violence: Part B – Edited by Marcia Texler Segal and Vasilikie Demos, 2014
- Volume 19: Gender Transformation in the Academy – Edited by Marcia Texler Segal and Vasilikie Demos, 2014
- Volume 20: At the Center: Feminism, Social Science and Knowledge – Edited by Vasilikie Demos and Marcia Texler Segal, 2015
- Volume 21: Gender and Race Matter: Global Perspectives on Being a Woman – Edited by Shaminder Takhar, 2016
- Volume 22: Gender and Food: From Production to Consumption and After – Edited by Marcia Texler Segal and Vasilikie Demos, 2016
- Volume 23: Discourses of Gender and Sexual Inequality: The Legacy of Sanra L. Bem – Edited by Marcia Texler Segal and Vasilikie Demos, 2016
- Volume 24: Gender Panic, Gender Policy – Edited By Vasilikie Demos and Marcia Texler Segal, 2017
- Volume 25: Marginalized Mothers, Mothering from the Margins – Edited by Tiffany L. Taylor and Katrina R. Bloch, 2018
- Volume 26: Gender and the Media: Women's Places – Edited by Marcia Texler Segal and Vasilikie Demos, 2019
- Volume 27: Gender and Practice: Insights from the Field – Edited by Vasilikie Demos, Marcia Texler Segal and Kristy Kelly, 2019
- Volume 28: Gender and Practice: Knowledge, Policy, Organizations – Edited by Vasilikie Demos, Marcia Texler Segal and Kristy Kelly, 2020
- Volume 29: Advances in Women's Empowerment: Critical Insight from Asia, Africa and Latin America – Edited by Araceli Ortega Diaz and Marta Barbara Ochman, 2020
- Volume 30: Gender and Generations: Continuity and Change – Edited by Vasilikie Demos and Marcia Texler Segal, 2021
- Volume 31: Producing Inclusive Feminist Knowledge: Positionalities and Discourses in the Global South – Edited by Akosua Adomako Ampofo and Josephine Beoku-Betts , 2021
- Volume 32: Advances in Trans Studies: Moving Toward Gender Expansion and Trans Hope – Edited by Austin H. Johnson, Baker A. Rogers and Tiffany Taylor, 2022
- Volume 33: Gender Visibility and Erasure – Edited by Marcia Texler Segal and Vasilikie Demos, 2022
- Volume 34: People, Spaces and Places in Gendered Environments – Edited by Vasilikie Demos and Marcia Texler Segal, 2024

EDITORIAL ADVISORY BOARD

Miriam Adelman
Universidade do Paraná, Brazil

Franca Bimbi
University of Padua, Italy

Max Greenberg
Boston University, USA

Marla Kohlman
Kenyon College, USA

Preethi Krishnan
O. P. Jindal Global University, India

Chika Shinohara
*Momoyama Gakuin University,
(St Andrew's University), Japan*

Shaminder Takhar
London South Bank University, UK

Tiffany Taylor
Kent State University, USA

This page intentionally left blank

ADVANCES IN GENDER RESEARCH VOLUME 35

EMBODIMENT AND REPRESENTATIONS OF BEAUTY

EDITED BY

ESTHER HERNÁNDEZ-MEDINA

Pomona College, USA

and

SHARINA MAÍLLO-POZO

University of Georgia, USA



United Kingdom – North America – Japan
India – Malaysia – China

Emerald Publishing Limited
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL.

First edition 2024

Editorial matter and selection © 2024 Esther Hernández-Medina and Sharina Maillo-Pozo.
Individual chapters © 2024 The authors.
Published under exclusive licence by Emerald Publishing Limited.

Reprints and permissions service

Contact: www.copyright.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-83797-994-3 (Print)
ISBN: 978-1-83797-993-6 (Online)
ISBN: 978-1-83797-995-0 (Epub)

ISSN: 1529-2126 (Series)



INVESTOR IN PEOPLE

CONTENTS

<i>About the Editors</i>	<i>ix</i>
<i>About the Contributors</i>	<i>xi</i>
<i>Series Editors' Preface</i>	<i>xiii</i>
The Power of Beauty: Intersectional Feminist Approaches to its Embodiment and Representation <i>Esther Hernández-Medina and Sharina Maíllo-Pozo</i>	<i>1</i>
Chapter 1 Mamá Fit Goes to El Salvador: Fitness in a Transnational Society <i>Noelle K. Brigden</i>	<i>13</i>
Chapter 2 Shifting Perceptions of Women's Weight <i>Courtney Dress</i>	<i>33</i>
Chapter 3 Doing Beauty, Doing Health: Embodied Emotion Work in Women Cancer Patients' Narratives of Hair Loss <i>Marley Olson</i>	<i>55</i>
Chapter 4 "How Do They Really See Me?": The Sexual Politics of Multiracial Desirability <i>Julia Chin</i>	<i>73</i>
Chapter 5 Body Image and Sexual Pleasure in Women and Genderqueer Individual's Sexual Experiences <i>Spencier R. Ciaralli</i>	<i>91</i>
Chapter 6 I Don't Wear Black: Professional Muslim Workers and Personal Dress Code <i>Salam Aboulhassan</i>	<i>117</i>
Chapter 7 Millennial Agency and Liberation within Black American Beauty Standards <i>Jaleesa Reed</i>	<i>137</i>

Chapter 8 Ballet Is [White] Woman: Anti-Black Standards of Beauty Within Ballet <i>Sekani L. Robinson</i>	159
Chapter 9 Consuming Beauty, Constructing Blackness: A Constructivist Grounded Theory Analysis of Racialized Gendered Embodiment Practices Through Shampoo Product Descriptions <i>Shameika D. Daye</i>	177
Chapter 10 <i>Mulata</i> in Repose <i>Jennifer Báez</i>	197

ABOUT THE EDITORS

Esther Hernández-Medina is Assistant Professor of Latin American Studies and Gender & Women's Studies at Pomona College. She is a feminist academic, public policy expert, and activist from the Dominican Republic. Her research and teaching revolve around the question of how historically marginalized groups such as women, racial, ethnic, and sexual minorities are able to change public policy in their favor. She has studied the Dominican feminist movement and citizen participation in urban policies in Mexico City, São Paulo, and the Dominican Republic. She was a Humanities Studio Faculty Fellow (2021–22, and 2023–24) at Pomona College, and Open Education Faculty Fellow (2019) at the Claremont Colleges Center for Teaching and Learning and the Claremont Colleges Library. Her most recent publication is the book chapter “The Right to A Complete Life: The Struggles of the Dominican Feminist Movement” in *Women's Rights in Movement: Dynamics of Feminist Change in Latin America and the Caribbean* (Springer, editors Inés M. Pousadela and Simone Bohn). She is also co-founder of the feminist group Tertulia Feminista Magaly Pineda in the Dominican Republic.

Sharina Mañillo-Pozo is Assistant Professor of Latinx studies in the Department of Romance Languages at the University of Georgia. She specializes in Latinx and Caribbean literature and culture, with special attention to the cultural production of the Dominican Republic and its diaspora in the United States. Some of her research papers and reviews have appeared in various edited volumes, mid-high tier academic journals. She was a Dominican Studies Fellow (2016–2017), Lilly Teaching Fellow (2019–2021), Willson Center for the Humanities Fellow (2020–2021), and UGA Teaching Academy Fellow (2022–2023). In 2021, she was the recipient of the Sandy Beaver Excellence in Teaching Award at the University of Georgia. She is working on two book manuscripts: *Beyond Borderlands. Popular Music in Contemporary Dominican/Dominicananyork Literature* and *Tracing the Legacy of Camila Henríquez Ureña Through Translation and Beyond* (co-authored with Dr Anne Roschelle).

This page intentionally left blank

ABOUT THE CONTRIBUTORS

Salam Aboulhassan is a PhD candidate in the Department of Sociology, Wayne State University, Detroit, MI, USA. Her current research focuses on the experiences of Muslims within US workplaces and was awarded the National Science Foundation Doctoral Dissertation Improvement grant.

Jennifer Báez is Assistant Professor of Art History in the School of Art, Art History, and Design at the University of Washington. She specializes in the visual, material, and religious culture of Latin America and the African diaspora under the global Spanish empire. She received her PhD in Art History from Florida State University, where she taught courses in museum studies and the history of African art.

Noelle K. Brigden, PhD, is an Associate Professor in the Department of Political Science at Marquette University. Her research and teaching interests include gender, human security, international relations, borders, transnationalism, violence, the politics of the body, trauma, fieldwork ethics, and political ethnography. Her book, *The Migrant Passage: Clandestine Journeys from Central America* (Cornell University Press, 2018), won the Yale Ferguson Award.

Julia Chin earned a BA in Sociology with distinction from UC Santa Barbara in 2021. She now works at Over Zero, an NGO which focuses on identity-based and political violence prevention. She is a contributor to the University of Georgia Press edited volume, *Books Through Bars* (2024).

Spencier R. Ciaralli, PhD, is Assistant Professor in the Department of Sociology, Augustana University, USA. They work in the areas of sexual behavior, gender, and sexuality, as well as medical sociology. Their publications appear in journals such as *Women's Reproductive Health* and *Consumption Markets & Culture*.

Shameika D. Daye, MPA, is Doctoral candidate in the Department of Sociology, University of Central Florida, Orlando, Florida, USA. Working at the intersection of race, gender, and embodiment of Black women, she explores how Black women navigate the politics of identity, authenticity, and beauty through the lens of consumerism and the workplace.

Courtney Dress is a Doctoral candidate in the Department of Sociology and Criminology at Kent State University, USA. She studies inequalities, focusing on issues of race and gender, as well as sexuality/asexuality. Her dissertation examines racial, gender, and intersectional disparities in Computer Science education.

Marley Olson, PhD, is an Instructor of Sociology at Walla Walla Community College, Washington, USA. She earned her PhD in Sociology at the University of Colorado Boulder specializing in gender, medicine, health, and disability. Her research examines nonvisible disabilities and contested illnesses, with a focus on gender disparities.

Jaleesa Reed, PhD, is Assistant Professor in the Department of Human Centered Design at Cornell University, USA. Her research focuses on the intersections of beauty culture, identity, and place informed by human geography, feminist studies, and merchandising in the fashion and beauty industries.

Sekani L. Robinson is an Assistant Professor at California State Polytechnic University, Pomona in the Sociology Department. She earned her PhD in Sociology at the University of California, Santa Barbara. Her research focuses on race, gender, culture, embodiment, sport, and class.

SERIES EDITORS' PREFACE

We welcome this extensive focus on embodiment and representation to our *Advances in Gender Research* series. The guest editors and contributors from the United States, El Salvador, and the Dominican Republic take intersectional and interdisciplinary approaches to the body and its representation. The research settings are varied from the ballet and the gym to the college campus and media. The authors demonstrate that beauty varies not only with gender, race, ethnicity, class, body configuration, and location but also with one's perception of self and others. The impacts of stereotypes and European norms are evident in everything from the clothing choices of Muslim office workers to the self-images of mixed-race women and non-binary individuals in the dating scene, as is the importance of self-care in the face of such symbolic violence. Hair is a focus not only for women losing theirs during cancer treatment but also for Black women shopping for haircare products and ballerinas. A focus on weight and body type occurs across chapters and countries as well. We hope readers will come away from the volume with new definitions of beauty and a new understanding of embodiment.

Vasilikie Demos, University of Minnesota, Morris, USA
Marcia Texler Segal, Indiana University Southeast, USA