

*Emphasized femininity is a theory stating that women often adapt to the desires and needs of men and because women are often judged on their physical appearance they try to make themselves more attractive to men. This femininity is often constructed as white, blond haired and thin. For Black women, this is a difficult standard to achieve. My research aims to explore how standards of beauty affect black women by constructing 12 semi-structured interviews where four key themes were prominent. From my interviews I found that Black women felt that they were portrayed negatively in popular media, experienced racialized gendered objectifications, racial constructions affected their relationships, and they often expressed resistance to dominant constructions of beauty.*