Beauty as a Signal

The direction of the signal from female to male

Message
About what the beauty informs

- Genes
  Healthy heredity,
  Valuable qualities,
  Quality genes for children
- Health
  Ability to give birth and bring up children;
  Absence of disease
- Youth
  Expected time of active life;
  Childbearing;
  Forces
- Social signaling
  Attractiveness
  Success
  Wealth and glory
- Matrimonial status
  not married, not pregnant
- Promise of pleasures
  Joy and sex
- Openness to communication and its prospects
- Uniqueness, mystery and novelty
- Fashion and Socio-cultural standards
- Mental health and safety
- Readiness to childbearing
  Secondary Sex Characteristics
- Readiness to conceive (latent ovulation)
- Current state of mind (open or closed, tiredness)

Signal carrier
signal's channels

- Face
  Eyes,
  Lips, Ears, Teeth
  Facial features
  Expression
- Skin
  Smoothness,
  No wrinkles,
  Tattoos
- Hair
  density, uniformity, color
  length, care, gloss, hardness
- Body
  Growth
  Slenderness
  Sportiness
  Mobility
  Beautiful lines
- Части тела
  Груди, Ягодицы
  Бедра, живот, шея,
  руки, икры, стопы
- Voice
  young, sweet, soft
- Speech and deeds
  Reflects the state of the brain, ethics
- Secondary Sex Characteristics
  modern fashion against
- The signal about ovulation in humans is hidden
  Red lips??
  pheromones ??

Signal amplifier
or falsification

- Cosmetics
- Clothing
- Fitness, sports, diet
- Plastic surgery
- Care by yourself
- Rejuvenation efforts
- Situation
  background, communication, alcohol
- Harmonious combination of different signaling channels
- Creating an image of yourself in a role
  Princess, Japanese girl

Signal's medium

- Personal communication
- Performance on stage
  light and costume
- Photography
  photoshop
  stylist, photographer
- Video
  movie,
  cutting
- Drawings

Noise and signal

- Beauty is determined by the best and worst quality
- Tiredness
- Bad taste
- The presence of competitors
- Competition with oneself
  (the disappearance of novelty)
- Disgust
  One of the basic emotions, can be caused by some one thing (like smell from the mouth)

Effect on male's mind

- Attraction of attention
- Sex appeal
  Creating a desire to possess and have sex with
- Attractiveness in the broader sense of the word:
  as a potential wife
  as a friend, as an employee
  as an object of admiration
- Creating a visual image that has the power of mem: memorable
- Formation of "Persona"
  remotely controlled image
- Invoking Love
- Behavior Management
- Increase number of fans
- Increase of the quality and status of fans
- Choosing the best fan
- Ideal marriage
- Other perspectives:
  High status among other women
  Career prospects
  Money, sex and gifts
  A high self-evaluation

"Counterfeit beauty"
Beauty that does not carry useful information about a person, but presses certain buttons in the mind of the viewer (an example with geese who fall in love with a pencil with three dots)

Beauty and cleanness
beauty and symmetry

Beauty created by an observer
The reverse movement of sight along the signal path

Beauty and Sexual Selection:
Signs that do not carry any useful information, but are fixed as a result of selection are beautiful
In humans, these are breasts and buttocks, in which the fat is suspended in women

Beauty as a measure of anti-aging
Beauty as a match to the human "design" - that is, youth.
Beauty as a sign of a perfect person

Beauty as a good
The money-beauty-money cycle

The cycle of beauty-sex-money-beauty

Beauty and cost of the signal
Expensive signaling shows a high level of resources

Beauty as an antigen on the cell surface

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