

Cosmetic Citizenship and Affective Capital in Brazil: Unveiling the Power of Beauty and Emotion in Social Mobility

In a world increasingly obsessed with image and self-expression, the pursuit of beauty and emotional well-being has become central to how individuals navigate social hierarchies. *Cosmetic Citizenship and Affective Capital in Brazil* offers a groundbreaking exploration of this phenomenon, examining how physical appearance and emotional expression shape access to resources, opportunities, and social acceptance in the vibrant and complex society of Brazil.



The Biopolitics of Beauty: Cosmetic Citizenship and Affective Capital in Brazil by Pamela Druckerman

★★★★★ 5 out of 5

Language : English
File size : 3167 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 267 pages
Lending : Enabled



Beauty as Social Currency

The book argues that in contemporary Brazil, beauty is not merely a personal attribute but a form of social currency. Individuals who conform to dominant beauty standards are perceived as more competent, trustworthy,

and deserving of opportunities. This "cosmetic citizenship" grants access to social spaces, networks, and resources that would otherwise be inaccessible to those who do not meet these standards.

Drawing on extensive ethnographic research, the author reveals how beauty practices such as plastic surgery, hair straightening, and skin whitening have become integral to the strategies of social mobility employed by Brazilians from diverse backgrounds. These practices are not simply about enhancing physical appearance but about signaling belonging to certain social groups and embodying cultural values associated with success and respectability.

The Power of Emotion

Beyond physical beauty, the book also explores the role of emotion in shaping social mobility. In Brazil, where emotional expression is highly valued and often seen as a reflection of character, individuals who are able to effectively manage and display emotions have a distinct advantage in social interactions.

The author argues that the ability to evoke positive emotions such as joy, happiness, and gratitude can create affective capital—a form of social capital that can be exchanged for material and symbolic rewards. Individuals who are perceived as emotionally intelligent and empathetic are more likely to be trusted, respected, and given opportunities for advancement.

Intersectionality and Social Inequality

While cosmetic citizenship and affective capital can provide opportunities for social mobility, the book also acknowledges the complex intersections of

gender, race, and class that shape these processes. It examines how beauty standards and emotional norms are often racially and socioeconomically biased, perpetuating inequalities and limiting the possibilities for upward mobility for marginalized groups.

The author argues that a truly transformative approach to social mobility must address the underlying structural inequalities that create barriers for those who do not conform to dominant beauty and emotional norms.

Cosmetic Citizenship and Affective Capital in Brazil is a timely and provocative work that offers a fresh perspective on the relationship between beauty, emotion, and social mobility. It challenges traditional notions of beauty and success, providing valuable insights into the ways in which individuals navigate social hierarchies in an increasingly image-conscious world.

This book is essential reading for scholars and students in sociology, anthropology, cultural studies, gender studies, race studies, and Latin American studies. It is also a fascinating and thought-provoking read for anyone interested in the intersection of beauty, emotion, and social power.

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Click here to Free Download your copy of *Cosmetic Citizenship and Affective Capital in Brazil* and uncover the secrets of social mobility in the 21st century.

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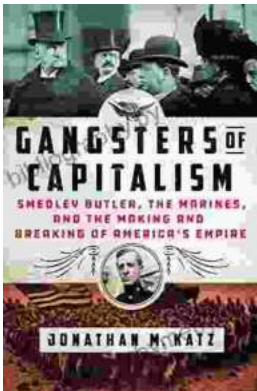
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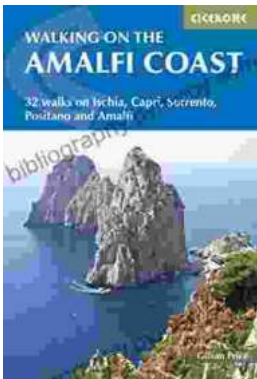
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