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**MIDLANDS STATE UNIVERSITY**

**FACULTY OF ARTS**

**DEPARTMENT OF HISTORY**

**HISTORY OF BEAUTY PAGEANTS IN ZIMBABWE FROM 1980 TO 2017**

**BY**

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**BEING A DISSERTATION SUBMITTED TO THE DEPARTMENT OF HISTORY,**

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**REQUIREMENTS FOR THE DEGREE OF BACHELOR OF ARTS IN HISTORY**

**SUPERVISOR: PROFESSOR G. MAZARIRE**

**2017**

## **Declaration**

I **Tafara Makuyana**, registration number **R142114Y**, declare that this dissertation is an original work of my research. The researcher used other related sources of information and she had acknowledged them in obedience with the ethical issues and laws overriding intellectual property.

**Signed.....on.....**

## Approval form

The under designed certify that they have read and recommend to the Midlands State University for acceptance a research project entitled “The History of Beauty Pageant in Zimbabwe from 1980 to 2017.” Submitted by **Tafara Makuyana** in partial fulfilment of the requirements of the Bachelor of Arts in History and International Studies Honors Degree.

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## **Dedication**

I dedicate this dissertation to my friends and family, new and old, all over the world. You know who you are.

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## **Abstract**

*The dissertation examine contemporary Zimbabwean ideologies and ideals of female beauty through the beauty pageant phenomenon. The concept of beauty is revealed in the study as many people wildly use beauty as something to deal with outer appearance in today's world.*

*The study represent all types of beauty pageants including fashion modelling, commercial modelling and advertising. Similar events for men and boys are called by other names and are more likely to bodybuilding.*

*The research illustrate the difficulties to keep up with the number of pageants held say every month as the number continue to increase and explore the dynamism in use of ancient pageant and unravel factors that influence the transformation of beauty pageant.*

*Many beauty pageants over the years have drawn attention for all the wrong reason, the dissertations talks about the types of scandals that have left multiple winners stripped their crowns identifying specific individuals that were directly involved in the scandals and controversies.*

## Acronyms

MRZ	Miss Rural Zimbabwe
MZT	Miss Zimbabwe Trust
ZITA	Zimbabwe Intregrated Trade Association
GCN	Girl Child Network
ZTA	Zimbabwe Tourism Authority
NFZBBF	National Federation of Zimbabwe Bodybuiding and Fitness
IFBBF	International Federation of Bodybuilding and Fitness
CHIEF	Chipinge International Exhibition and Fashion
ZBC TV	Zimbabwe Broadcasting Television
SABC	South Africa Broadcasting
MDC	Movement for Democratic Change
ZANUPF	Zimbabwe African National Union-Patriotic Front

## **Introduction**

Today the beauty plays more important role in Zimbabwe like elsewhere in the world. More women and men spend money on their faces, hairs and bodies. Over the past few decades the popular magazines have conducted several surveys on how people feel about their physical appearances<sup>1</sup>. Mohani, noted that the dramatic changes in Zimbabwean culture have altogether changed peoples` perceptions of themselves<sup>2</sup>. Images of beauty are everywhere. Pictures of handsome men and women grace the pages of glossy magazines, billboards, television, consumer products and the internet. In Zimbabwe visiting any news agent, you will find dozens of magazines on different aspects of style, fashion and health. Men`s magazines tell men how to get flat stomach and bulging biceps. Pictures of thin, ultra-fit models seem to be everywhere and vast number of women are distracted by their weight. Few ordinary can aspire to look like the pictures the media present us with.

The purpose of the research is to examine modern Zimbabwe ideologies and ideals of female beauty through the beauty pageant phenomenon. All types of beauty pageants will be represented in the study. Modelling is not what mostly people think it is. They are different categories like fashion models, commercial models and promotional models. Over the years beauty pageant have made headlines over nude photos, charges of love proposition and controversial comments. The study will critically analyse the scandals and controversies that surround the pageant and discuss how they affect personalities and their overall view of the world and themselves.

Fashion shows and fashion modelling will be demonstrated as they are powerful forces in marketing fashion brands in the modern world. There will moreover deep analyses of how the training of professional models is being affected with a view to improve the performance of professional models in Zimbabwe. Wissinger highlighted that fashion models are considered

as cultural intermediaries through the way the frame consumer experience and encounter with commodities in the selection, styling and spread of information and images populated by models<sup>3</sup>. Professional models are very essential in the industry.

There has been a significant amount of research done on the effect of advertising in beauty and fashion industry on women. By creating advertisements with unrealistic images of beauty, it has resulted in anxiety, low self-esteem and low self confidence in many woman<sup>4</sup>. Most of these negative feelings stem from sadness among body and appearance. Less study has been performed relating to beauty care products and this can have an effect on women and how women can use makeup to improve their appearance. This paper talks about the existing research that will also focuses on the cosmetic industry's influence on women.

Nyavaya defines beauty as a characteristic of a person, animal, place object or idea that gives a perceptual experience of pleasure, meaning or satisfaction. Beauty has negative and positive impacts on most people. Beauty is defined by the inside and outside of us. Due to beauty, our self-esteem has been harmed dramatically especially towards girls. Beauty is not always about our outside looks but our inside personality as well. Beauty pageant is defined as competition that mainly focuses on the beauty of its contestants in spite of the fact that such contestants who incorporate personality, intelligence, talent and answers to the judge's question as judged criteria. The phrase constantly refers only to contestants for women and girls, similar events for men and boys are called by other names and are more likely to body building contests. Winners of the beauty pageant are often called beauty queens. Children beauty pageants basically centres on beauty, gowns, sportswear modelling, talent and personal interviews. Possible awards include titles, crowns, sashes and cash prizes.

The research will outline the difficulties to keep up with number of pageants each month as the number continue to increase. Talk of Miss Global, Miss Tourism Deaf, Miss true African (Matofotofo), Miss Legs, Miss Curvy, Mr Ugly, Miss Independence, the list goes on ranging



from district, provincial and international competitions. As a matter of fact, the deluge of modelling pageants has terribly contributed to the loss of its glamour. The study will reveal that today's industries organisers utilize the pageants to raise money for themselves and not the models. Models are easily influenced into accepting that they would be given better opportunities once they take part in the beauty pageants. The Miss Zimbabwe pageant is a clear example of how the modelling industry in the country has become so crippled.

The rules and regulations that control or govern the pageant will be evaluated in this research. The study runs the debate on beauty pageants, fashion models and cosmetic surgery and so are government positions will be elaborated as well. Therefore the study will highlight the pros and cons taking a completely new view about beauty pageants and how could they potentially have positive effects.

This chapter brings about the study of history of beauty pageant in Zimbabwe from 1980 up to date. The proposal explains the background of the study, statement of the problem, research objectives, research questions, literature review and research methodology as well as the summary of the chapter. The key terms and concepts of the study are also included so are the definitions are given in the context of the study.

### **Statement of the problem**

Indigenous women are often overlooked when it comes to research about women beauty. For decades scholars believed that 'beauty is in the eye of beholder'. Recent scholars suggest that beauty develops through life because beauty comes from within your soul. Tshuma argues that people have different thoughts and tastes, so ideas on what is beautiful vary from person to person<sup>7</sup>. This is proven when you look around in the world which we all share, however we discover little scholarly research investigating the definition of beauty. This abandons the question, what is beauty?

There are so many ways to describe beauty in our Zimbabwean society we have learned that beauty is based on outside appearance. But there is a problem with how we view people. Saying that someone is 'perfect' or the 'most beautiful' maybe a compliment but in our Zimbabwean society with all the optimistic body type and the optimistic definition of perfect facial features, those compliments can turn into the hatred of one's self for not having those features.

Beauty, slimness and talent are that is portrayed in beauty pageants and young girls that want to be the next beauty queen, how will they do that and at what cost? There is pressure everywhere for women to look 'sexy and 'thinner'. There is a huge problem in our society these days people worship a woman's appearance and market the idealism for a woman's body and face instead of looking at what truly makes someone beautiful.

Media has a huge influence on every single individual in today's society. Children as young as four years old are consumed with media. In return, many teens grow up thinking that thinness is the definition of beauty. Pageants can lead to eating disorders and selfishness. As a result, girls with a healthy weight lose more than they need to because media tells society that is what people should do. Therefore, there was a need to research to specific answers to what maybe the cause of beauty pageants consider the slimness and a clear skin as the definition of beauty.

### **Research objectives**

The study examine why beauty and body are central ideas of beauty pageants and young women who are exposed to beauty pageant both through the media and personal experience may develop body image concerns by engaging social comparisons with the pageant contestants.

Beauty pageants are now being held more frequently and at times every month under different themes. This shows how times have changed. The dissertation explores the dynamism in use of ancient pageants and unravels factors influencing the transformation of beauty pageants and to expose if modern beauty pageants are still conveying the same meanings and values as the traditional ones.

The study identifies and critically examines controversies and scandals surrounding the beauty pageant. Over the years, pageant contestants and sometimes their hosts have made headlines over naked pictures, nepotism and controversial comments. The cases entered a phantom zone of shame and embarrassment from which there is no return. Therefore, the study specifically identifies individuals that were directly involved in the beauty pageant scandals.

Not surprisingly, the study examines the demand for cosmetic intervention to improve one's appearance among young Zimbabwean women, which continues to reach new highs. Zimbabwe has gained the status of cosmetic surgery in recent years. Even though most Zimbabwean women are still hesitant about undergoing cosmetic surgery, they remain highly sensitive and vulnerable to the physical of being attractive.

Additionally, the study investigates the significance of Zimbabwean beauty pageants through the perspectives and experiences of urban young women in Zimbabwe. It seeks to help the generation of Zimbabwean women who grew up in the post-colonial economic reform, who has received little attention from global feminist scholarship especially in the realm of beauty. It increases the information on the complex effects that federal government policies had and are having in the lives of everyday Zimbabwean women.

The subject of beauty pageantry has received limited attention in scholarly work and feminist writings. Moreover, there are fewer in-depth investigations of beauty pageants in contemporary Zimbabwe. With its inherent focus on concepts of beauty and the female body, beauty

pageantry is also a sensible subject in beauty scholarship to examine the performance of idealized femininity and practice of agency and female objectivity.

### **Research questions**

1. What is beauty pageant?
2. Which factors are influencing the transformation of beauty pageants?
3. Why are beauty pageants scandalised?
4. Are there any actions that can be taken to reduce scandal and controversies in beauty pageant?

### **Historical Background**

The first modern pageant in the world was staged by P. T. Barnum in 1854, but his beauty contest was closed down by public protest. He previously also held dog, baby, and bird beauty contest<sup>8</sup>. Modern beauty pageants as we know them nowadays are traceable to the Miss America Beauty Pageant, which was begun with held in Atlantic City in 1921 under the title “Inter-city beauty contest”. Since then, beauty pageants have generally gained acceptance in most societies driving to the rise of several local, national and international pageants across the world. The pageant came into being in 1980 when the country attained its independence.

Over the years, the Miss World Zimbabwe beauty pageant has been a long-standing symbol of Zimbabwean tradition. The event was enormous, efficient and commanded a huge following across all Zimbabwean society. Heinberg and Thompson mentioned the foremost international pageants which are the Miss World Competition founded by Eric Morley in 1951, Miss Universe founded in 1952, Miss International founded in 1960 and Miss Earth

founded in 2001 with environmental awareness as its main concern. These are considered the Grand Slam pageant, the four largest and most famous international beauty contests<sup>9</sup>

Miss Zimbabwe was founded in 1980 when the national beauty pageant was transformed from Miss Rhodesia after attaining independence. Basically there are two licenses for Zimbabwe into the Miss Tourism Zimbabwe: Miss Universe and Miss World<sup>10</sup>. For many years, Kiki Divaris was the "driving force behind the Miss Zimbabwe competition". In 2011, it was reported that the pageant was politicised. At the 2011 edition of the pageant, members of the Zimbabwe African National Union Patriotic Front (ZANU PF) officiated at the event and it was also reported that contestants were asked about the history of ZANU PF<sup>11</sup>. Members of the Zimbabwe Tourism Authority however dispelled this.

Miss Zimbabwe originate when the country attained its independence in 1980 which was by then known as Miss Rhodesia. Miss Zimbabwe Pageant under Chairperson Marry Chiwenga. It is a pageant in which winners represent the ideal woman. The first person to be crowned Miss Zimbabwe was Shirley Richard Nyanyiwa who was voted as the Best-Dressed Model at the 1980 Miss World Pageant. Miss Zimbabwe Trust took control of Miss Zimbabwe in 2013 and held its first pageant in 2014. In 2013, the pageant was not held due to a financial crisis. The chairperson of the pageant stated that during the scouting period, all the contestants were not competent enough to represent the country at international pageants such as the Miss World Pageant. The winner, Thabiso Phiri, was caught in a nude photo scandal and was replaced by Catherine Makaya, who in turn was replaced by Tendai Hunda just before the Miss World pageant after she decided to go it alone for the Miss World competition, Nehanda Radio reported<sup>12</sup>.

The Miss Zimbabwe pageant was followed by Miss Rural Zimbabwe which founded by Siphon Mazibuko in 2003 and it broadened its scope to become a national pageant in 2006. Lewellen Mukana won the first Miss Rural Zimbabwe in 2005. The winner of a controversial

beauty pageant in Zimbabwe was dethrone only days after clinching the title because she was found not have been hundred percent rural. The pageant is strictly for rural girls and it was last held in 2007 and there are no signs it may bounce back soon.

Different kinds of pageants are launched in Zimbabwe. Miss Cultural Zimbabwe was founded in 2011. Beauty pageants focus on intelligence, talent and personality but what makes this pageant different is that there is no fashion ramp. The pageant also dance and allows the beauties to tell their folkies in their own language chosen from different district to represent the Ndaus, Korekore, Zezuru, Ndebele, Manyika and the list goes on<sup>13</sup>.

. In 2012, the Miss Tourism Zimbabwe was renamed the Miss Zimbabwe (Miss World Zimbabwe) pageant. Barbra Mzembe is the chairperson of Miss Tourism Zimbabwe and the pageant is about protection of the girl child. The pageant has been taken back by this circus of Miss Tourism, Miss Tourism Zimbabwe, Miss Carnival and now back again to Miss Tourism.<sup>14</sup>

Unlike the Miss Zimbabwe pageant, which was an annual event these days such is no longer the case, with some of the pageants happening almost every month to the extent that one is left wondering. Talk of Zimbabwe's new pageants such as Miss Curvy, Miss Legs, Miss Independence, Mr Ugly etc.

This shows how time have changed. Back in the days modelling was reprimanded for moral and cultural decadence. Some used modelling as Western culture which was unAfrican, however, gradually and unquestionably modelling profession is being perceived in Zimbabwe as well as in Africa all in all.

### **Literature Review**

Throughout history mankind, has promoted excellence through primitive ceremonies, community events and instilled standards. Beauty pageants represent one of these efforts in their endeavor to define femininity and beauty as well as ever changing gender roles in

society. Nash and Fieldman argued that while a few believe beauty pageants to be harmless social events that give educational and advancement, spawn awareness for charitable causes and encourage confidence others propose that such competitions confound societal morals, exploit women and still insecurity in young girls worldwide<sup>15</sup>. There is always been controversy regarding beauty pageants that are set up for young children or even older.

Timothy Burke investigates thick cooperation's between commodity society and embodied aspects of race, gender, sexuality, domesticity, health, as well as aesthetics a colonial society. In his book, *Lifebuoy Men, Lux Women* shows how heterogeneous and complex processes, involving the aims and histories of both colonizers and colonized, produced these changes in Zimbabwean society<sup>16</sup>.

How do individuals come to require items they never at any point knew they needed? How, for instance, did indigenous Zimbabweans of the 1940s start to believe that they required soap? Offering a look into the close workings of present day imperialism and global capitalism, Timothy Burke takes up these inquiries in *Lifebuoy Men, Lux Women*, and an investigation of post-World War II commodity culture in Zimbabwe. Burke states the madonnas and David Bowies of the world are geniuses for making and re-creating themselves playing with gender cues and 'crossing the gender barrier'. Burke says we are not only witnessing an irony on gender personality based on the manly and the feminine but also we question in case anything around our bodies and clothing are objectively 'real'. Or is it a matter of style and our bodies that decide 'who we believe ourselves to be and others believe we are'<sup>17</sup>.

Women today are always being reminded of what is considered beautiful. There is no universal definition of beauty. The set up Western beauty is tall, thin, bony and straight through the hip, while in Africa we perceive beauty as someone with full, round, linear and symmetrical figure. In Africa an adequate bottom is considered as attractive. There are

thousands of advertisements that promote this elusive beautiful image to women of all ages, shapes and sizes. By placing photo-shopped and computer enhanced models in advertisements, society has built up impossible standards of beauty which has led to feelings of inadequacy among women. The study showed that not only does this beauty obsession result in decreased levels of self-esteem but it's also putting a dent in the pocket of many Zimbabweans. Many studies have been done to show the effects of media on women today and most of the results indicate that the media adversely influences self-image. Less research has been done specifically on the cosmetic industry and how it affects consumer's self-image. According to YWCA report based on the \$7 million that is spent on cosmetics each year, it's obvious that the cosmetic industry influences consumer in some way<sup>18</sup>.

From a young age, girls are taught to experience with make up to increase their attractiveness. Difference amount can be applied as needed and it works as a temporary boost in self-esteem. What is so appealing to most women about cosmetics is that it can be a fast and easy way to temporarily solve beauty problems. In Beausoleil's study, 'Makeup in Everyday life: An Inquiry into the Practises of Urban American Women of Diverse Backgrounds', he states that many women report having different makeup routines depending on what they expect to do during the day<sup>19</sup>. Because it can be applied so quickly and is moderately easy and cheap compared to other more extreme measures such as slim diet, exercise or cosmetic surgery. The study establish that 'images of women wearing makeup were referred to be healthier and more confident than the images of the same women without makeup. When wearing cosmetics women were also assigned greater earning potential and considered to have more prestigious jobs than when they were presented without makeup'<sup>19</sup>

The research found that positive relationships were set up between cosmetic usage and anxiety, self-consciousness, introversion, similarity and self-presentation and that negative relationships were found between cosmetic usage and extroversion, social confidence,



emotional stability, self-esteem. Physical attractiveness and intellectual complexity. Much of the past research has not centred on factors that create a negative relationship between cosmetics. The result fit into the sensible assumption that if people are comfortable with themselves, they do not have much desire to utilize beauty care products as a person who had low self-esteem. The result for the positive relationships are also very reasonably assumed, in case people who have low self-esteem, they will find it practical to seek out cosmetics to enhance themselves. In spite of the fact beyond the scope of the current study, another interesting research question would be to determine how much of this anxiety, self-consciousness is caused by advertising.

The results of the study contribute to theory building in the fields of feminist discourses about gender, beauty, consumerism and globalization. The study also makes a valuable addition to the existing beauty pageant literature by including Zimbabwe and the lived experiences of urban young Zimbabwean women context. Finally, by making Zimbabwe from 1980 up to 2017 the main site of investigation, this study makes further understanding of Zimbabwean culture and society and explores the current status and possibilities of beauty in Zimbabwe.

## **Research Methodology**

In the exploration procedure qualitative method was utilized by the researcher. This provides an overview of Zimbabwe pageants and a comprehensive study. Before any research trips were taken, countless hours were spent at the Head Office of Miss Zimbabwe trust, accessing information on local pageants, objectification and to fully understand and secure a general knowledge in order to ask the right research questions.

Primary data collection tools such as historical or archival research at Bulawayo National Archives, interviews, magazines, newspapers and personal observation as well as textual analysis of audio/video.

A secondary collection tools such as text books, articles, reports and publications were also used to collect relevant data. In actual fact, each method offers a unique vantage point from which the Zimbabwean beauty pageant phenomenon is examined, and together they form a comprehensive picture of the subject under study.

Six interviews were conducted with selected pageant contestants, winners, and organizers from Miss Zimbabwe Trust, and the organizer from Miss Tourism Zimbabwe was interviewed. These interviews were completed to seek specific answer to the research questions. Interviews were conducted at Head Office in Harare, Masvingo and at Chipinge International Exhibition and Fashion (CHIEF) in Chipinge and with previous winners and contestants in Mutare. These were used in order to collect views, opinions, and experiences.

The researcher chose three fashion models, two fashion designers and one modelling agency as there were seen to be rich in information with regard to the purpose of the study. The researcher was in position to reveal the unique experiences and concerns of fashion models, designers and modelling agencies and analyse the factors that affect the training of professional fashion models in Zimbabwe.

Some materials were collected from websites, Facebook, newsletters, YouTube and some informal interviews from the pageants winners and from local community, to gain historical information about beauty pageantry in Zimbabwe. This data was reviewed to offer an historical overview on different pageants held to illustrate changes and help guide interview process by informing the researcher on the history of the pageant.

## **Dissertation layout**

### **Chapter 1.**

Chapter one represent all the types of beauty pageants each with a different set of goals. The beauty economy has emerged in Zimbabwe which encompasses everything from beauty

pageants, cosmetics, and cosmetic surgery to tourism, and advertising. The chapter also seeks to examine beauty contests for men, which are more like a body building that judge the natural physical attributes of the contestants. The idea of human body is explored as the chapter is warranted to determine how pageant participation influences self-esteem, body image, and the development of eating disorders.

## **Chapter 2**

Chapter three focuses on the rules and regulations that control the pageants that these women have to go through to get to the event finale. The chapter seek to expose and illustrate the government position in beauty pageants. Debates on fashion modelling, cosmetic surgery and beauty pageant on its own will be discussed as well. The advantages and disadvantages will also be included. Finally, effects and challenges being faced by pageants will be highlighted.

## **Chapter 3**

Chapter two investigate cases, scandals and controversies surround the beauty pageants industry. Numerous beauty pageants over the years have drawn attention for all the wrong reason, the chapter talks about the types of scandals that have left multiple winners stripped of their crowns identifying specific individuals that were directly involved in the scandals and controversies.



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## CHAPTER 1

### 1.1 The conception of beauty

How do you judge if someone is beautiful for the first time you meet or see them? By physical appearance is the most prevalent answer you may find. To the majority of people, beauty is solely dependent on how a person looks on the outside. However, some may argue that internal appearance has to do more than external appearance.<sup>1</sup> It is fully difficult to fully define beauty because everyone has their own views about beauty. In my view, beauty has to deal with one's self as the only rival. The term beauty was originated from Anglo-French *beute*. It was known used in the 14<sup>th</sup> century as physical attractiveness and also goodness.

The meaning of beauty also came from several different places counting Old French *biaute*, seductiveness, beautiful person and charming. For the most part, beauty was initially related with physical attractiveness. In this manner, many people wildly use beauty as something to deal with outer appearance in today's world. On the other hand, Greening argued that, beauty could mean as goodness, polite and charming from its origins. For a long time, two distinctive trends of thoughts about beauty as physical appearance as well as personality have been formed.<sup>2</sup> On that perception, beauty and attractiveness have a significant difference even though they are word cousins.

Beauty is a combination of qualities such as shape, colour that satisfies the aesthetic senses especially the sight. Dumenil argued that female body and beauty is central project in capitalist consumerism where women at the same time consumers and embodiments of the idealized femininity that is consumed. By the mid-1990s, beauty became a socially proved concern for women of all ages. The well-known phrase 'everybody has the desire for beauty' was commonly used to compliment and normalize the importance of beauty in human lives and to and to legitimize the consumption of beauty products in the Zimbabwean society. As a

result, beauty economy has developed in Zimbabwe which encompasses everything from beauty pageants, cosmetics and cosmetic surgery.

Since the return of advertising to the Zimbabwean media in 1990's, beautiful women have reappeared on magazines covers and in TV commercials. Attractive women is related with both commodities and the new identity as being cosmopolitan, leisured, luxurious and sexy. Women magazines offer their female readers strategies and tips on fashion, skincare and makeup creating the illusion that beauty is elaborately constructed with personal commitment and thorough consumptions of products and services.

In most societies, are more likely to be held responsible for their physical appearance and valued by their and esteemed by their conformity to the cultural ideal of beauty. As Brumberg pointed out in her book, 'the Beauty Myth', beauty is still the currency and gold standard for women where a patriarchal belief system dominates<sup>3</sup>. Under the current consumer culture and beauty frenzy in Zimbabwe, a lot of attention has been directed to physical appearance and the body. Urban young women spend a considerable amount of time, energy and money to improve their appearance, such as dressing up in fashionable clothes, going to hair and nail salons, and purchasing and applying skincare products and cosmetics. As a result, it is very likely that these young Zimbabwean women are actively participating in a beauty culture where they hold themselves against the beauty standards set by global and local popular cultures.

As indicated by Williams, a fashion model is not expected to be curvy, muscular or voluptuous. The waist should be twenty four inches and the model ought to have a little substantial bust. Thus a flat chest required. A fashion model is expected to know how to pose for photographs shoots, give great face, know about fashion from magazines, fashion books, watch modelling shows and have a careful learning on how to put makeup<sup>4</sup>. Effron advices that fashion model necessities are directed by the fashion trade but rather by the customers of



the model agencies that require certain build, a certain height with a specific search for advertisement to sell their clothing. A model can be of any size and shape. This is why there are runways, swimsuit and lingerie, catalogue and body-parts models. Each of these modelling has its desire, for instance, a swimsuit model should be well endowed while a catwalk model ought to have flat chest so that clothing fits properly. A supermodel is a perfect high model that should be tall, thin, masculinised, gorgeous and good looking in each way.<sup>5</sup> The face of the model should be symmetrical neither long nor round but somewhere in between. Eyes ought to be substantial with a flawless shape. The eyelids should not be hooded. Nose should be relative and straight. Lips should be full and in good shape. The skin should be great without any fine lines. Eyebrows should be thick and flawlessly shaped and hair should be in great condition. Fashion models should fit in with rather inflexible physical criteria.<sup>6</sup>

## **1.2 Types of beauty pageants**

Beauty pageants are competitions meant for adults, teens, and children. There are baby beauty pageants, teen beauty pageants and adult beauty pageants. These competitions are primarily on the physical or outer beauty of its contestants along with the contestants. A beauty pageant does not only focus on physical appearance of the contestants but also on the overall personality, talent, confidence, emotional, social, analytical and mental skills<sup>7</sup>. Most of the beauty pageants also have a question and answers session as one of the judged criteria. Sometimes there are many prizes for the winner.

Most times there are separate beauty pageants for men and women held as separate events. Some of the most common beauty pageants for women are Miss Universe, Miss World, and Miss Earth and the winners of these pageants are called beauty queens. These beauty pageants usually occur once a year, and are usually live on stage. On the other hand, beauty pageants for men, are more like a personality contest or a "body building" contest like Mr.

Universe, Mr. World that judge the natural physical attributes of the contestants as well as their physiques. As weird as it sounds, the gay community even has its own 'beauty' pageants where gays who have the looks and the guts can join in.

Baby beauty pageants are judged on the basis of cute or just comical expressions of the baby, their eyes and nose, rosy cheeks which are then displayed for votes and for the review of judges<sup>8</sup>. Teen beauty pageant is held for both, boys and girls who are generally natural looking, or even great skin . Sometimes, scholarships, money, cars, and prizes are given away for those involved in teen beauty pageants.

There are many different types of beauty pageants held every year, including, muscle builder's pageants, bikini contests, photogenic pageants. These title holders, are chosen on many criteria like whether they cute, beautiful, funny, comical, daring, outrageous and so on. There are on-line beauty pageants too, wherein a winner is selected on a monthly or even weekly basis.

### **1.2.1 Modelling pageant**

Modelling is distinguished from other types of public performances such as acting or dancing although the boundary is not well defined. However, many models can defined themselves as actors. A model is a person with a role either to promote, display or advertise commercial products. Modelling is not what people mostly think it is. There are different groupings like fashion models, commercial models who mainly do adverts and promotional models who can promote their products. The following is the list of the country's major beauty contest:

### **1.2.2 Miss World Zimbabwe**

Miss World Zimbabwe is a Beauty pageant to select a delegate for Miss World pageant. This pageant is related to Miss Zimbabwe contest. This is not just any beauty contest but that of national value. The winner of Miss World Zimbabwe represents her country at Miss World. Historically, Miss Zimbabwe has been more prestigious and exclusive. It is the pageant that

has stronger ties with the Tourism Ministry of Zimbabwe because the two can cooperate on one national pageant. It has therefore been a “face of Zimbabwe” for the international scene, adhering to the international standard of beauty.

### **1.2.3 Miss Tourism Zimbabwe**

Miss Tourism Zimbabwe is a Pageant which is not only about beauty, but to find a true tourism ambassador for Zimbabwe and to promote projects for the Girl Child. They believe that the only way to eradicate poverty is Education. Although beauty and appearance are key factors, Miss Tourism Zimbabwe contestants do not necessarily have to be tall and slim. All races, backgrounds and shapes are welcome<sup>9</sup>. Their main focus is their ability to represent their beautiful country to the world. In efforts to shift and return beauty pageantry to the esteemed position it once held in Zimbabwe and internationally.

### **1.2.4 Miss Global Zimbabwe**

There were many Zimbabwean models who participated to Miss Global International in which the first Miss Global International title winner in 2006 was Ropa Garise and the second to win the international pageant in 2007 was Miss Zimbabwe 2007, Cynthia Muvirimi. Miss Global Zimbabwe is a National Beauty Pageant in Zimbabwe that was founded by Tare Munzara and Ronald Tisauke, which promotes beauty, charity and tourism. The Pageant sends its winner to Miss Globe International and Miss Global International. Miss Global Zimbabwe in 2012 was Mutsa Mutare who represented Zimbabwe at the Miss Global International 2012 in Jamaica. The current title holder for Miss Global Zimbabwe 2013-2014 is Nyasha Mutsauri, her runner up Michelle Munyanduki is the Current Miss International Zimbabwe<sup>10</sup>. Nyasha Mutsauri recently was the host for the international pageant Miss Heritage 2013 Pageant which was staged in Harare Zimbabwe. She also has done a lot of charity work.

### **1.2.5 Miss Rural Zimbabwe**

Miss rural Zimbabwe was founded in 2003 as Miss Rural and as due to its unique appeal it broadened its scope to become a national event in 2006. The pageant whose glory only exists in memory has become extinct due to lack of scholarship. The pageant which was exclusively for rural girls was last held in 2007 and there are no signs that it may bounce back anytime soon. Siphon Mazibuko, the brains behind the pageant, said she had tried several times to bring back the event with no success because of lack of financial constraints<sup>11</sup>. Although its aim was to celebrate rural life and uplift lives of the usually marginalised rural girls, the pageant was marred by a number of controversies and negative publicity. Activists accused the organisers of exploiting rural girls by teaching them bad morals as they were allowed to parade half naked on the ramp. They also said that the pageant made young girls vulnerable for sexual abuse.

### **1.2.6 Miss Cultural Zimbabwe**

A different kind of pageant was launched in Zimbabwe in 2011 that is to celebrate indigenous Zimbabwean beauty. Finalists are chosen from different provincial districts to represent the Ndebele, Karanga, Kore Kore, Zezuru, Ndebele, Manyika, Venda amongst many but only one gets to be crowned Miss Cultural Zimbabwe.

Most mainstream beauty pageants say they focus on intelligence, talent and personality yet other pageants all agree that they heavily rely on physical beauty based on the same structure, beauty and standards. What makes this pageant different is that there is no fashion ramp.<sup>12</sup> The girls are, on however, dressed in traditional garb and body art and show off their unique talents and culture stage.

This pageant also showcases dance and folk lore and allows the beauties to tell their folk tales in their own languages. The final 5 finalists are also allowed to answer questions in their own language. The interesting thing about this pageant is that contestants are relatable. This

competition promotes a healthy and realistic self-image by diversifying the image of beauty by size, height and weight.

Most importantly, this entire initiative will leave somebody knowing more about heritage and that of other Zimbabweans than ever before.

### **1.3 Commercial Beauty Pageant**

#### **1.3.1 Fashion Modelling**

Fashion modelling and fashion shows are the most fundamental marketing tools in the clothing and designing industry. Fashion models are hired to advertise clothing through print advertisements and to promote fashion designers in runway shows. Bathe said that, this was recognised by fashion houses that developed in Paris in the ninth century with maids' parade in front of clients in different salon<sup>13</sup>.

Beauty is an important factor for fashion though not as much as it is for glamour models. For runway models, beauty is less important than body type, well defined body structure and ease in walking on the catwalk. Beauty is more significant for editorial fashion modelling as photographs present a closer viewer of the model than is found on the runway. Many high successful editorial fashion models also engaged in glamour modelling where beauty is paramount.

Fashion models are vital especially to clothing manufacturers and fashion designers. Fashion models are used to capture the customer's attention to create the awareness of the designs by displaying them on the ramp in fashion shows. In this sense, the fashion models stimulates the customer's interest for the designs by the way the garments will be moulding or fitting on their figures. A professional fashion model should be able to bring out the designer's mind and creativity behind the design through the way he or she delivers the designers creation on the ramp through the catwalk. Professional model may as well appear on top of fashion magazines cover and national advertisement such as Mahogan

Effron sites that Naomi Campbell is one of the first black fashion model to grace the covers of Paris French Vogue in August 1988<sup>14</sup>. Donyale Luna is another black fashion model who appeared on the cover of Vogue in the 1960s. This shows that being a fashion model has nothing to do with one's race or complexion.

However, from all the above mentioned successful fashion models not even one is from Zimbabwe showing constraints within the modelling profession. Africa is seen as a source of anthropological inspiration for international brands. However, in terms of modelling, African models have been regarded as less suitable as noted from the inception of Miss World sixty years ago; only one black African model has been good enough to win the Miss World title. This poses a lot of questions as to whether the black African model is not trained enough to compete and succeed internationally.

## 1.4 Advertising

### 1.4.1 Cosmetic advertising

*Figure 1: Some of the makeup cosmetics used by women of today.*



Cosmetic advertising is the promotion of makeup and beauty products by the cosmetics industry through a variety of media. The advertising campaigns are usually aimed at women wishing to improve their appearance commonly increase physical attractiveness.

The multi-billion-dollar industry encompasses makeup, skin and hair care, fragrances, cosmetic surgery and diet pills. Ornerly argued that beauty product industry relies all kinds of

persuasion to sell their products and their brands like to depend on celebrities to sell their beauty products.<sup>15</sup> This philosophy is frequently the driving force noticed for makeup, skin and hair products. This causes consumers spend extra money on things that might not be suitable for themselves. Beauty advertisers seek to persuade customers that they will become new and improved if they use their product. Beauty advertising often has little to do with the product. The product is even dwarfed by a beautiful woman's image. There is also another imperative reason why celebrities are increasingly appeared on beauty products industry.

Cosmetic models model for makeup companies such as Revlon and Maybelline. Since 1925, lux has been bringing the best beauty and the delight that comes with it to every woman in the world. Lux is dedicated to creating indulgent skin treats women crave to provide an exceptional experience in and out of the shower. Lux believes that beauty doesn't have to be about hard work, but rather about pleasure. To bathe in lux daily is inspiring every woman to feel overwhelming and confident in her own skin every day. In 2007, Olaide Olaogun won the face of Lux beauty in right after Genevieve Nnaji. She represented the brand as its ambassador in 2007-2008<sup>16</sup>. After signing the contract with Unilever Nigeria as lux beauty ambassador, she modelled for united Bank for Africa in 2008.

Many campaigns have come beneath fire through their alleged use of pseudoscience and their promotion of realistic goals. Besides, numerous campaigns are accused of inducing destructive habits on people and driving to damaging plastic surgery. Moreover, cosmetic advertising is often blamed of excessively using photo manipulation to enhance the appearance of models. Cosmetics are a major consumption for many women with grossing around 7 billion dollars a year, according to a 2008 YWCA report<sup>17</sup>. Cosmetic retailers plan advertising to alter women's attitudes toward cosmetics encouraging them to buy more products. Many advertising form this attitude by encouraging women to displease with their appearance.

## 1.5 Male pageants in Zimbabwe

Figure 2: Fisher, Zimbabwe Top Model and Architect



Male pageants are something that is not that common in our modern global culture, but they do exist. These events are the equivalent of women's beauty shows and are an increasing business with more and more such endeavours' taking place around the world. Beauty pageants for men have existed for quite a while now, but they were usually bodybuilding contests, which reinforced gender roles and stereotypes about men and women. Recently, however, more and more beauty contests for men have appeared, but, even though they are getting a lot of exposure, they are still going beyond the radar and are not attracting as much attention as female pageants.

### 1.5.1 Zimbabwe Bodybuilding Contest

Bodybuilding is not a sport but a contest in which muscular men in their underwear pose in front of judges whose job is to determine who the most aesthetic muscle constructor from the



line-up is. They normally have one goal, to enhance the way they look. The guy with best body wins.

Zimbabwe is among the countries which adopted in the new fitness industry at a later stage. The National federation of Zimbabwe Body Building and Fitness was in 2015 admitted as a member of the International Federation of Bodybuilding fitness (IFBB) and this relationship have seen them send athletes to contest like the Arnold classic Africa. Long back it was just body building as in junior and senior men and. The festivals would among others things to crown Mr and Ms Zimbabwe and Mr Zimbabwe Junior. In August 2017, the name was changed from Mr and Ms Zimbabwe to The National Federation of Zimbabwe Body Building and Fitness (NFZBBF). They are crowning the men's body building champion, Men physique champion, Men's fitness champion, Junior Men bodybuilding champion, wheelchair Men Bodybuilding champion and Masters Men Bodybuilding.

Figure 3: Newly crowned Mr Zimbabwe Bodybuilding champion, Paul Goredema.



Image source: The Standard.co.zw

Mr Zimbabwe Bodybuilding, Paul Goredema (27) made the NFZBB proud when he finished third on the final day of Arnold Classic Africa in South Africa earlier this year. Coming up against a strong field of 12 strong men from all the parts of the world was he participating in the event for the first time did well to make it in the final six.

263 Africa TV interviewed, Jan Manqindi and Ngoni Brian Motsi who shared their experiences as male models. Jan Manqindi is a Bulawayo based model who is under the Fingers Agency Management. He won The Fingers competition in 2014 and has managed to model in the fashion events such as ‘Immaculate’ fashion show, ‘Indaba’ fashion show, ‘SADC’ fashion show, he became an companion in Miss NUST and in the recently Miss Africa (Zimbabwe) which was held in Bulawayo.

Mr Manqindi briefly categorised modelling in a three dimensional representation which is physical appearance, the way one walks and intelligence. He lamented on the way the modelling industry is handled in the country as he claimed that the male models are not taken serious compared to the female models. Mr Bulawayo pageant last took place 6 years ago and it hasn’t taken place since then while pageants such as Miss Bulawayo and Miss NUST take place annual every year.

Brian Ngoni suggested that the modelling agencies need to have a representative who is going to monitor each and everything in the industry, as this will help to remove dodgy model agencies The Zimbabwean modelling industry has managed to produce male models such as Oliver Keith, Jonathan Denga, Tawanda Marere, Michael Steve Reks, Valentino Tino Mjoni, Mazisi Nigel Ncube, Kudzai Chakaingesu etc

All in all, bodybuilding is a beauty contest that requires the competitors to perform athletic activities but the performance is never the end goal. The aim is to look pretty and create the illusion that you are larger. Male beauty contests are not so different than woman’s, they simply feel different because we expect things from men than we do from women.

## **1.6 Zimbabwe’s other pageants**

The beauty pageant industry in Zimbabwe once glowed with magnificence from the 1980s through to the 1990s before fading after 2005. And, walking in town these days, one is overwhelmed by the number of posters advertising numerous beauty pageants. There is an

aggressive advertising of pageants on street and wall posters and social media networks. While in the past, locals were used to be Miss Zimbabwe, Miss Harare and Miss Bulawayo pageants, the trend has of late shifted and modelling shows like Miss Independent, Miss Universities, Miss Curvy, Miss Legs, Miss Bikini, Miss Aids, Miss Global Zimbabwe, Miss Parade and Miss Summer among others, have been coined and are still being coined every day.

### **1.6.1 Miss Curvy Zimbabwe**

The pageant was founded by Mercy Mushaninga in 2011. Unlike other pageants which celebrate slenderness and pretty faces, which is a more “Westernised” way of appreciating beauty, Miss Curvy Zimbabwe seeks to celebrate and recognise the curvaceous African women. Miss Curvy is aimed at grooming a strong and independent woman who is comfortable in her own natural beauty that she embodies, who carries African values and norms. After Zimbabwe successfully hosted the Miss Curvy Africa Beauty Pageant, organisers determined to go international, reported herald.<sup>18</sup>

The inaugural Miss Curvy Zimbabwe held in 2011 was won by Tanya Chikuni followed by the much hyped Mildred Shumba who was crowned in 2012. In 2013 the pageant was not held because the models failed to make the cut of their fuller figures. Sheila Chikengezha was crowned as queen of curves in 2014. In 2015 the pageant goes regional held in September at the Gabrone International Convention Centre in Botswana. Queen Yolanda was crowned Miss Curvy Zimbabwe 2016 through the pageant vote where she scored 1863 votes.

### **1.6.2 Miss Independent Zimbabwe**

The Zimbabwe Intergrated Traders Association (ZITA) announced a new beauty pageant dubbed Miss Independent Zimbabwe in April 2015. The pageant seeks to celebrate the beauty, Ubuntu and hard work of Zimbabwean women from different social status. ZITA has come up with a unique pageant because women have played various roles in the socio-

political development of Zimbabwe from the days of liberation struggle to date. The pageant reward not only beauty, grace and elegance but the finalists will be judged on their knowledge of politics in Zimbabwe, their contribution to the economic revolution, the strength of their ideas towards profitably meeting the needs of various communities whence they came.

One left wondering whether the role of beauty pageants which was basically to use beauty as a way of pushing for a worthy cause through fund-raising for the poor and the disadvantaged by luring financial using the beauty of contestants, still holds centre. It also needs to be seen whether they are earning something that can sustain them for their lives and not token of beauty hampers which do not sustain them and their families.

Tare Munzara, the president of Miss Global Zimbabwe and the executive chairman of Miss Heritage World Beauty Pageant said that there is nothing wrong with having a lot of beauty pageants because it shows progress and development in the industry. He also mentioned that having a lot of pageants means that girls can choose to enter a pageant they comfortable with.<sup>19</sup>

It is important to celebrate the beauty of women through modelling but some competitions have dubious credentials. Many girls are fooled by fly-by-night organisers who offer non-existent prizes or demand for sex. Beauty competition has become obvious that the success of it is no longer based on its brand or influence but whether it gets enough sponsorship.

Modelling is not free for all. Modelling is associated with glitz and glamour which means it enlist type of art. That is where most of the beauty contest organizers failed because they want to see large numbers attending the pageant. It is so wrong.

## **Conclusion**

The study examines the advent of western civilisation in the form of music, beauty pageants and incidents dressing portrayed by fashion, apparently cast a dark shadow over the pride African beauty. African girls of today spend more money on fashion than they spend on books and food combined. From pedicure to manicure, skin bleaching cosmetics, hair relaxers, wigs, weaves, eyelashes, nails and among others. They watch movies where such lifestyles are considered to be 'hot' and 'sexy', thinking that it is alright to expose their precious assets for the world even it means risking their dignity.

The research shows that it is clear that west are pacesetters in everything and we have to follow them even they erode our cultural values. African women have disposed their natural beauty and are rather paying so much for Asian and Western fashion. In fact, it costs African women hundreds of billions of dollars every year to keep their makeup, their artificial hair, the nails and all the fashion they have blindly copied from each other societies at the expense of God-given beauty. They should not bleach their skin but keep it natural cause black is beautiful.

The study has examined the way women are portrayed in advertisements, the problems it causes and the impact it has on the Shona culture. The research shown that women are portrayed negatively in advertisements and this causes various problems among women socially, psychologically and economically. It was also noted that the negative portrayal of women in advertisements affects the Shona culture negatively as it is faced with extinction. It would seem that a more realistic portrayal of women in advertising is not only desirable but fundamental. One can only conclude that there is a gross discrepancy between media initiatives and policy towards gender equality and what is actually being portrayed in the

media. If the media is to change in its portrayal of women by projecting positive images of them in media productions it would ultimately lead to improved gender relations in society. From this observation it is literally clear that what matters to an African woman is being sexy. Meanwhile, as Zimbabwe joins the rest of Africa, there is need by Zimbabweans to change their mind-sets and dispel the notion that black people features such as skin colour, facial features and hair are inherently ugly. Africans have been brainwashed to look down upon their identity and to boycott their natural beauty for someone else's.

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## Chapter 2

### 2.1 Pageant rules and regulations

When watching a pageant as big as Miss World most of us once in a while stop to think almost how these women have arrived at such a position. But the rules and regulations for the event can get pretty strict and attempting especially considering the different levels of competition that these ladies have to go through to the event final. Practically, the effort that the contestants have to put in order to get into Miss World is genuine and without a doubt almost so much more than essentially being beautiful or wearing an expensive outfit.

Lieberman composed in her article, in order to get through to compete, each contestants has to win the national competition and pick up her country's title.<sup>1</sup> For example, Miss Zimbabwe will be representing Zimbabwe at Miss World. In addition, to competing in the numerous stages of pageantry, the women moreover have to follow to a strict set of rules. In spite of the fact that it is well known by now, there is an age range that is entirely maintained when it comes to entering and competing in a pageantry. According to the pageant website, every contestant must be 18 years and above by January 1 in the year they wish to compete and beneath the age of 27<sup>2</sup>. A comparable rule is in place for Miss Rural Zimbabwe, whereby a contestant must be between 14 and 19 sometime recently before February 1 of the year they wish to compete as well. There is no information available as to why this apparently subjective age cap is in place.

After meeting the age requirements for 'Miss' title one moreover has to give up some pretty personal experiences and upon winning, give up these things for an entire year until the next Miss is crowned. Not only the queen can be married or divorced, annulled or separated, according to the pageant's site. Miss World also cannot be pregnant, ever have been pregnant or have parented any children. These rules might seem extreme, but they are apparently there

to ensure the woman crowned is readily available for the numerous appearance she will be expected to make in the following twelve months.

Contestants taking part in any of the pageants must be of great ethical character, have elegance, class, social skills and etiquette. All contestants should never been convicted of a crime or have had any criminal charges pending against them and ought not, in any way, have been engaged in any activities that are characterized as dishonest, indecent or immoral. Delegates must tolerate by the rules and regulations herein and should, at times, display first-rate manners, etiquette and team spirit. Most pageants are a family-oriented event and under no circumstances will any profanities, racially persuaded comments, harassment obscene or abusive language or motions be allowed. This approach also extends to the family and supporters of the finalist. Any contestant, family part or visitor found to be showing such behaviour shall be automatically disqualified without refund of registration pageant fees.

More so, all delegates are encouraged to utilize their social networking pages such as Facebook, Instagram, Twitter and MySpace to promote their entry into the pageant. Be that as it may, these will need to be actively monitored by all contestants 18 years and under to guarantee security and discretion. As you will be presenting any pageant system, they would enquire that you pay close attention to the comments, photo and messages that you are posting and that they are befitting your etiquette as a contestant. On the off chance that any hopeful ruler is found out to have inappropriate photographs, defamatory or vial behaviour then they will be immediately disqualified without repayment of registration fee and their title will be relinquished<sup>3</sup>.

Delegates must not provide falsified information or details on their registration form. In the event that is set up that a contestant has given false information at that point this will lead to instance dismissal from the pageant and stripping for her title. The delegate will be require to return all prizes granted and this will be given to 2<sup>nd</sup> runner up who will be successor to the

title. If you fail to operate or live up the expectation of ‘Miss’ titleholder or follow to the rules, regulations, terms and commitments in this regard, that this could result in your disqualification as a titleholder together with the immediate return of all prizes granted, cash prizes and your crown and sash<sup>4</sup>. Furthermore, should the titleholder fail to operate, live up to the desire or does not conduct themselves commensurate with that of titleholder or does not adhere to the rules, regulations and terms in this regard, at that point this could result in her preclusion as a titleholder together with immediate return of all prizes awarded.

Also it is worth keeping in mind if you make it through to the Miss World competition or indeed through to a national competition is that you can only compete once according to Miss Zimbabwe Trust site. So crown hopefuls should really get to work on what they are going to do as soon as they hear news of their entry into the pageant.

## **2.2 Debates**

### **2.2.1 Modelling Pageant**

Beauty contests are popular in many parts of the world. The greatest, Miss World competition has been running yearly since 1951 and it draws an enormous worldwide audience around 3 billion viewers. There are beauty contests for different categories of age, sex, and sexuality. This topic centres on adult women’s beauty contests as overwhelmingly the most popular and high-profile version. Note that there are difficult technical issues about running this debate, it likely works best as values wrangle about on whether beauty pageants are a good thing or not, but this kind of comparison motion is frowned upon in some policy-based debating circles. Banning beauty contests eliminate the joy to participants and audience. Many women appreciate entering them. Many people enjoy watching them. Nobody is forced to do either.

There is nothing wrong with judging individuals fundamentally on their physical ability, we do this all the time in competitive sport where fitness and strength are major determinants of

victory. Each competition of each kind, values certain qualities over others. We recognise that being able to lift heavy weights isn't the prime definition of human worth but we can still give prizes for weight lifting, similarly we can give a prize to a beautiful woman for her beauty without suggesting that beauty is all that matters to anybody. However, Arthur argues that women in beauty contest are judged on their physical appearance rather than any other qualities they may have<sup>5</sup>. Judging women and not men basically on their looks contributes to the oppression of women because other qualities such as intelligence are not seen as part of ideal femininity and therefore not as things women should aspire. Ideal masculinity tend to be taken in much wider and less restrictive terms. It is notable that male beauty contests judging men on their physical appearance are much popular than female ones.

In an environment where women are esteemed on exclusively on their appearance in which there are more opportunities on men beauty contests give a woman an opportunity to improve their circumstances. Winning a beauty contest can be a first step toward a successful life later in the future. Numerous Hollywood actresses are former beauty queens and they would not have come to their victory without the beauty contest they won. In addition, the winner of high-profile beauty contest are able to publicize charities and causes they feel strongly about. They have public platform they could not otherwise gained. However, beauty contest fail to challenge harmful political attitudes towards women.

In spite of paying lip service to woman keywords such as empowerment and self-confidence they do nothing concrete to help the freedom of women, indeed by fortifying looks as the most imperative quality they harm, they harm women's liberation in general, reported by pitlanemagazine<sup>6</sup>. The fact that the organizers of Miss World 2002 had no problem of holding the pageant in Nigeria at the same time as the high-profile case in which women was due to be stoned for adultery exposes the competition hypocrisy. It was only moved after rioting made it unsafe to hold it in Nigeria.

The view of an appealing, young, well dressed men or women can improve productivity. Beauty in all its various forms is clearly one of the strongest driving constrain for creativity and endless source of inspiration, for men in the first place noted by Ortner. In this manner, models are clearly beneficial since they can motivate individuals in turn making strides their passionate state and efficiency at the same time. Models are economically active. Models not only earn a lot of money but they also pay a lot taxes and what is indeed more important they give money to charity as most of the modelling agencies support third world countries. Models create demand for luxuries. In model industry there is a lot of abundant luxury which inspire people to buy luxury goods that would otherwise lose their appeal. Be that as it may, indulging viewing ‘perfect’ men or women may shatter one’s ability to live in a real world. The artificial photo shopped, plastic beauty of models is seldom found in real world. Pampering in it may distract person from the real world stopping him or her to enjoy the true natural beauty of real people in a real world. This can cause serious damage to physical state and consequently dad to day productivity of individuals with ensuing detrimental effects on the economy.

### **2.2.2 Fashion Models**

Figure 4: Nyasha Matonhedze- Fashion Model



Fashion models have become notorious for a bad girl, diva behaviour while charitable works and humanitarian ventures have catapulted others to acclaim. Dress size has however tarnish a fashion icon's reputation until 2006 when skinny young actresses and fashion models began to appear in increasing numbers in the newspapers press<sup>8</sup>. Their significantly low weight sparked the size zero debate based on the theory that painfully thin modern fashion icons have a perilous impact on admiring young women, some of whom are vulnerable to anorexia nervosa.

It said by doctors a grown up woman is at risk at a large number of health problems if her body mass index falls below recommended 18. These include osteoporosis and loss of the menstrual cycle, according to World Health Organisation<sup>9</sup>. Thin models are revered for a reason. They have the best figure to represent a designer's work and that is what they are paying to do. Putting weight restrictions in place is not allowing them to do their jobs.

Numerous girls idolise models and feel the need to mirror their slimness. Models of a very low weight are setting bad examples of these girls and can be held responsible for the expanding number of girls with eating disorders. Roberts and Koggan contends to that the fashion industry is not to blame for eating disorders. Eating disorders are a serious mental ailments and are not basically triggered by models and images of thin people. Thin models viably sell purses, coats, bags etc. This is unfair to the modelling industry because thinner models have the best structure to flatter clothing and they could be the most capable individuals<sup>10</sup>.

Hillel in his book, 'A cultural history of diets, fantasies and fats' shows that is promoting an unhealthy image for women to aspire to. We ought to be promoting bigger, healthier sizes so that fashion will reflect real women and not the unhealthy thin minority<sup>11</sup>. We cannot campaign against models when we do not hold other role models responsible. Many rock stars take drugs and we do not halt them performing or producing records.

### 2.2.3 Cosmetic Surgery

Cosmetic surgery is surgery that is unnecessary from a medical perspective but is carried out to improve appearance. Rhodes reveal that cosmetic surgery is an ancient practise. In the 18<sup>th</sup> century BC, the Indian surgeon Sushruta Samhita described what is known nowadays as rhinoplasty (surgery to the nose) and otoplasty (surgery to the ear)<sup>12</sup>

Figure 5: a woman undergo facial surgery



Body alteration has been carried out more generally by all peoples, from tribal tattoos to the neck-extending. But modern medicine has made the possibilities of cosmetic surgery far more extensive. Nowadays more and more parts of the body can be ‘improved’. Once the conceivable outcome for surgery were relatively restricted, now almost anything can be the subject of cosmetic surgery. To mention but a few, common operations include abdominoplasty (reshaping or firming of the abdomen), eyelid surgery (removal of break out scars and drooping skin, chin and cheek expansion), lipectomy and a face lift<sup>13</sup>. Among the most popular procedures are the tonoplast and rhinoplasty mentioned earlier and finally most commonly surgery for the breast. Cosmetic surgery to genitalia is increasingly common.

There are dangers involved in any kind of surgery. Sometimes we must acknowledge those dangers as they come in the course of necessary medical procedures. But with elective surgery- procedures people do not need but rather merely want- the risk cannot be justified, according to her Zimbabwe<sup>14</sup>. These risks apply to both surgery itself and to the long term. For instance, leaking silicone breast implants have been widespread problem and can lead to death. However, we should confine freedom of choice. Certainly there is a component of

danger involved but we let people box. They undertake these dangers for fun or money. Why should not we let people undertake dangers in the pursuit of beauty and higher self-esteem? Moreover, cosmetic surgery is getting to be safer and safer. It increasingly strictly pollicised and sky-high legal pay-outs by bad surgeons have guaranteed that practitioners take great care. Technology in surgery and in implants and so forth is forever improving. The scare stories talk about are the worst examples of thirsty years ago (they are nothing to do with cosmetic surgery today).

We live in a world that is image obsessed and this kind of procedure panders to that. We should promote the idea that appearance is not as important as character. People should be substance to themselves and not to be so hung up with their looks. Cosmetic surgery is addictive, look at Michael Jackson or Lolo Ferrari who got breast implant after breast implant despite the harm it did to her body. Rhodes also said the compulsion to alter one's body is often a symptom of a deeper mental instability, it ought to be treated as a problem not indulged and encourage with surgery. It is only a plaster patched over a much deeper problem<sup>15</sup>. That's nice but given that the reality is that we are judged on our appearance all the time. It's perfectly rational to want to look good. Nobody is forcing anybody to have cosmetic surgery. This is patronizing, insulting and wrong. The vast of majority of people have plastic surgery have one procedure and never look back. They are made happier and more confident in themselves because of it. Its fine to oppose cosmetic surgery, but don't falsely portray those that have it as being mentally unstable.

In fact, often, people look terrible after plastic surgery. Celebrities with 'trout pout' overblown lips or ridiculous balloon-like breast are the most well-known examples. That might be true. Let people choose what happens to their bodies for themselves. For every horror story they are hundreds of people who are happier after surgery whether you prefer their new appearance or not.



### **2.3 Government position in Beauty pageants**

Zimbabwe has a raft of pageants, talents contests and modelling competitions as societal government states change in the world's most populous nation. Zimbabwean society presently has few qualms about women showing navels to gain glory among the footlights of international beauty pageants. Zimbabwe women's group, once quick with discredit event as objectifying women, give somewhat grudging approval to the new pageant. All winners are models for women with winner and outer beauty but traditional concerns still stay, some consider it as show that caters for men's aesthetic functional needs. Local governments which see beauty pageants as a way to boost tourism and national prestige, have fed the boom.

The shift in Zimbabwean attitudes toward pageants began in 1990s which saw great enthusiasm for allowing women to be women. Some people regarded the Rhodes years as years when 'women had to be men' so the liberation period has seen a return to a carnivalesque hyper femininity in things like beauty pageant. In 1985, the government run the daily newspaper commended the bikini as a 'great challenge to the traditional concepts and reminders of feudal ideology', after their Zimbabwean make a big appearance sin amid giggles and cat calls in a body building contest, Herald reported<sup>16</sup>. Chiwenga has noted a growing acknowledgement of all things beauty since the 1990s. The modern thought of womanhood seems to be linked to the 'right to be beautiful and beautify' in Zimbabwe.

The explosion of other pageants genres, which often include talent segments, recommends that viewers not just the nature of pageants, are changing as well. Modelling competitions such as, are becoming increasingly popular. 'In the beginning beauty pageants were just modelling competitions looking for beautiful girls. Presently we also look for talent, we are trying to change the pageants' position in Zimbabwe', Mzembi said, according to Sunday Mail<sup>17</sup>. Beyond commercial incentives, local governments also view beauty pageant as status boosters. Localities really think it reflects well on them if they have the most beautiful

woman. The central government is also utilizing pageant winners as cultural ambassadors to promote Zimbabwe's image overseas. After Shirley Nyanyiwa who was voted the best dressed model at 1980 Miss World pageant she was called upon to appear in a government publicity and as well did some charity work. Same applies with the Miss World Zimbabwe 1994, Angeline Musasiwa who landed up in top four set a high standard.

A temporary ban has been placed by a Zimbabwe government on beauty pageants following a public outrage sparked on social media over few competitors displaying uncovered breast on Miss Rural Zimbabwe 2005. Betty Makoni the director of Girl Child Network came under heavy criticism on social media after attending the pageant where contestants uncovered breasted parade before her. Many nationals of the amazingly traditionalist with a majority population took to social media to slam their government and express their distaste of Betty Makoni blaming of empowering prostitution by being present at the event<sup>18</sup>. Abdenico Ncube, minister of Arts, culture and heritage in Gweru who was also present at the event that driven the government ordered ban said the government had terminated its contract with its organisers of the pageant.

Clarifying the reason behind government's decision, Betty Makoni the officer in charge of Girl Child Network argued that the ban of Miss Rural Beauty pageant is justified. Thoko Khupe accepts that the decision made was the right one since it is not only saving the quality of education but welfare of the girls too.

Ministry of local government and rural development has been hailed for communities in remote areas to promote Affirmative Action. Some North West District councillors said the initiative is a good move in the right direction as it indeed expose RADs to a world of competition and build a sense of self-esteem amongst other. Communities in remote areas felt neglected and the initiative would empower to fully participate and to showcase their talent<sup>19</sup>. Councillors said the initiative would empower and offer assistance disadvantaged women to

fight unemployment problems. They supported the initiative and emphasized that it should produce the intended goals.

## **2.4 Effects of beauty pageants**

Beauty Pageants are not competitions that encompass naturally beautiful woman who decide one day that they want to enter into a beauty competition. These contestants have dedicated their lives to these competitions. These pageants are not just a meaningless events to them; they are some of the most important days in their lives<sup>20</sup>. These woman engage in plastic and cosmetic surgery as well as rigorous dieting to win these pageants. Disqualified or losing contestants often lead lives of depression, eating disorders, and suicide.

Low self-esteem is common among woman of any age. These competitions tend to put a strong focus on appearance rather than inner beauty. It is true that some pageants have a talent portion, but this portion in child beauty pageants is irrelevant because most contestants are too young to have a real talent or opinions on world issues. This fact can influence children to become completely obsessed with their look. Children that are entered in beauty pageants often grow to hate fat people and the way they appear. This causes these woman to grow up being as skinny as possible.

Emily Kachote is a model, Image consultant or grooming coach who became Miss Zimbabwe in 2015. However, nude photos she took before her pageant days were published on WhatsApp, eventually forcing her to resign as Miss Zimbabwe. Even though the photos on WhatsApp were not her fault she still lost her crown because her public imagine was now damaged. Brumberg supports that pageants give young women the advantage to become a woman with higher standards of living<sup>21</sup>.

Not only is low self-esteem a major negative effect that sprouts from beauty pageants, but so are eating disorders. In our Zimbabwean society, fifteen percent of woman have eating disorders. It has been tested that one out of every one hundred women between the ages of

ten and twenty are starving themselves to death. Nyavaya argued that striving to be a beauty queen is a danger to the physical and mental health of our girls today. In addition to eating disorders, beauty pageants cause many contestants to suffer from depression later in life.<sup>22</sup> These competitions deprive woman of truly believing in themselves and alter their thinking process on what is truly beautiful.

Over the years pageants have receive the negative stereotype of pageant contestants being dumb women who have nothing to offer society but their looks. That is not the case! Most of the women competing in pageants are bright intelligent women with multiple talents.

Marqiuta argued that when you are a beauty queen, you represent a community whether it be locally or nationally<sup>23</sup>. So image is very important; an all-around woman is ideal to represent the title she holds through community service, bringing awareness to a platform and of course like any queen making appearances. Angeline Musasiwa, Miss Zimbabwe 1994 and Brita Masaletshuluni, Miss Zimbabwe 1999, were known to use their terms positively by assisting orphanages where they donated to among other works. Beauty queens are hold to a higher standard when holding a title and the public eye is waiting to see how they will impact the community with their good will and unfortunately in any part of society people are waiting to see a beauty queen make mistakes.

## **Conclusion**

Beauty pageant are competitions based solely off of beauty and an outer appearance. Throughout the pageant process, woman transform themselves into what look like porcelain doll. These competitions have a destructive toll on woman around the world. These pageants do more harm than good. Beauty pageants have a harmful effect on woman and cause many to lead lives with depression, eating disorders or desire to cosmetic surgery. Beauty pageants themselves show how woman are continually being objectified through the media. While it is natural to enjoy looking at beautiful things, the overall message that beauty pageants give to

people is a negative one. In examining the struggle between actors of various economic power and agency (elites concerned with degeneration, the consumer industry and women vying for the title of Miss Zimbabwe) argues that the pageants increasingly became a vehicle for the liberal modern girl beauty ideal.

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## **Chapter 3**

### **Controversies, cases and scandals in beauty pageant**

#### **Introduction**

Beauty Queens are the embodiment of polished cleanliness. Not only do they invest an immense amount of energy dressing themselves physically for pageant contestants, they spend even greater amount of time learning, studying and preparing themselves for the vigorous question rounds. Winning that crown is no walk in the park – clutching that crown is another issue inside and out. Since the start of Miss Zimbabwe competition in 1980, the contest has had its fair share of controversies. The contestants are relied upon to adhere to strict rules with a specific end goal to keep up 'public image' of the organisation. They should always watch what they say, what they do and even what they eat. On the off chance that they advance out of line or do something that tarnish crown, at that point they chance losing it all. In the event that you figure it can't be that difficult, reconsider. Imagine every little thing you do under scrutiny of the public– even things you said before the event take place. On the off chance that it's there, they will see it and it will cause issues down the road for you. Greening argued that it's an enormous pressure for any young woman to be under<sup>1</sup>, so it is any wonder that some crack under the weight of it all? How about we investigate the most stunning beauty pageants outrages.

#### **3.1 Zimbabwe rural belles in beauty- Betty Makoni vs Siphon Mazibuko**

The Miss Rural Zimbabwe (MRZ), a beauty pageant for rural young girls, kicked up a trivial storm since it had a few competitors displaying uncovered breasts. There was widespread and emotionally charged criticism of the occasion. MRZ is the first national-level pageant for rural girls in Africa, and the occasion has set different nations in the continent thinking thusly. A recently scholar Marquita noted that, in a few sections of South-Western Zimbabwe don't cover their breast, and this is the culture of rural woman between 16 and 20 years of age



were supposedly portraying<sup>2</sup>. Although the six contestants who modelled bare breasts have asserted they did so of their own accord, critics remain sceptical. In the majority of Zimbabwe today, nakedness is disapproved and is not permitted on national TV.

However, the organizer of the event, Siphon Mazibuko, denies charges of exploitation. She says that the point was to open doors for marginalized rural girls, so they could contest on an equal footing with urban girls<sup>3</sup>. Mazibuko additionally said that it was a celebration of rural life. The theme of the event was 'The source of pure Zimbabwean beauty'<sup>4</sup>

Betty Makoni, the director of Girl Child Network (GCN), opposes this idea asking that how are you engaging them by taking them to a lodging and parading them before salivating men? Culture is all about dignity.<sup>5</sup> Former model Tendai Westerhof, a judge at the pageant finals, said that our own supermodel competition allows girls to parade in g-string. That is their style. In the same way, the rural pageant has developed its own style.

Beauty pageants exploit women purely for their looks and send the message that women are defined and can only be prominent. This pageant tried to direct the use of competition away from urban patriarchal standards claiming that unhealthy competition negatively affects men and women. As time passes, these standards of endorsements are gradually being phased out. Pop culture themes of youth and beauty have been taken down by women daring to reject standards and going normally. This sends the wrong message and it's time to wake up. However, there were certain worries that the future of these many girls is uncertain after the pageant.

### **3.2 Miss Grand Zimbabwe beauty pageant and the scandal - Marble Nyathi vs Chris Mhlanga**

Miss Grand Zimbabwe beauty event that has seen allegations and counter allegations flying thick and quick between the permit holder and a Bulawayo young girl who had been selected

to represent the nation in Bangkok, Thailand in October 2014. Marble Nyathi was the finalist who had been assigned from Bulawayo to represent the nation and this went to a sudden end when Mhlanga revealed to her she could no longer take part in the pageant

Nyathi blamed the pageant permit holder, Chris Vukani Mhlanga for making the decision to pull back her name from being the Miss Zimbabwe delegate at the event after she turned down his affection proposal. She also blamed Mhlanga for cheating her of cash, which he is purportedly declining to pay back. Mhlanga proposed Nyathi during the auditions and she rejected his proposal telling him it was unprofessional. It was simply after she talked issues on the recommendation that Mhlanga thought of another reason, that Nyathi couldn't participate in the pageant since her body was loaded with scars and would battle a losing fight in the event that she partook<sup>6</sup>.

However, Mhlanga rubbished the affirmations and attacked her.

"What that thing is stating is shallow considering. I didn't propose love to her, I am a professional individual and I know my morals. I am in a relationship with Samantha Tshuma and I have a 10-month-old infant with Samantha and I would prefer not to destroy our relationship." he said<sup>7</sup>.

Mhlanga had repeatedly announced that they needed flawless skins for Miss Grand. Nyathi was nominated to bring her swimsuit for photoshoots because Miss Grand was particular with that category. However, when Mhlanga saw the pictures he was very disappointed with her skin so rough and full of scars. They tried waxing her, polishing her up but nothing changed and he had to look for other models. Mhlanga utilized a considerable measure of his cash purchasing items for her however nothing improved. He waxed her, purchased cosmetics, only a considerable measure of things to improve her look a great deal. That is the extent

Mhlanga went attempting to make this young lady their representative. Mhlanga additionally added that Nyathi even failed to recite lines for the introduction during the pageant.

Over the course of history, women have fought life and death for equal rights yet oddly enough events completely opposite and as superficial as pageants still exist. Pageants have elicited much controversy about their effects on body image issues. Especially at a young age, participation in these activities have a huge influence on the development of self-esteem, self-worth and body image. Unrealistic expectations embedded into them as a child lead to dissatisfaction down the road.

### **3.3 Miss World Zimbabwe 2015 dethroned after nude photo scandal- Emily Kachote**

Figure 6: Emily Kachote's nude photo led to her losing her crown



Beauty Queen -Emily Kachote was dethroned as Miss World Zimbabwe 2015 after her naked photos surfaced on the media. In a statement released by the Miss Zimbabwe Trust the young lady was deposed following the photographs spilled through WhatsApp expressing the competition winner occupied with "immoral behaviour ".

The Miss Zimbabwe official organizers of the pageant announced to the nation that it has chosen to dethrone Miss Emily Kachote as Miss World Zimbabwe because it was due to breach-of-contract issues, Nehanda radio reported <sup>8</sup>. First Princess Annie-Grace Mutambu replaced the dethroned Kachote.

Emily has affirmed the reports saying the pictures were leaked by an ex and that she had trusted he would have erased the photos, according to pulse<sup>9</sup>. In May 2015, she posted on her Facebook page how she felt about her conceivable ousting stating that, even though how hard you attempt to expel me from the royal position by coercing me with the claimed naked picture, you won't win coz I'm here to stay and I will remain Miss Zimbabwe.

Emily has been an objective of criticism since her win in April 2015 where she was alluded to as the "Ugly Miss Zimbabwe". Zimbabweans felt she was not deserving of the title because of her looks. Examiners trust this may be plot to at long last remove the crown from her. What we do know is that the arrangement of photos disgraced Kachote, as well as her conduct was named 'immoral' by the Miss Zimbabwe Trust, NewsDay reported<sup>10</sup>.

Thabiso Phri was dethroned after a similar scandal in 2014. The Trust insists she resigned of her own accord. However, many critics of the pageant argued otherwise.

This is another form of abuse. Everyone is entitled to privacy and imagine the trauma she was going through. Women are abused a lot in Zimbabwe and its high time it should stop.

### **3.4 Uproar as Zimbabwe's Mr Ugly winner esteemed 'too handsome'- Mison Sere**

Figure 7: It was argued that winner Mison Masere was ugly when he opened his mouth



Zimbabwe's 4<sup>th</sup> annual mister ugly contest, Mison Sere was announced the winner including William Masvinu who has held the title since 2012. The crowd was very unhappy with the decision and believed Sere was not ugly enough to win.

After three rounds of modelling down catwalk, judges picked Sere referring to his various missing teeth and an extensive variety of bizarre outward appearances annoying supporters of the crowd most favourite man and frustrating viciousness at the event, over William Masvinu, who had held the title since 2012. Masvinu and his supporters mobbed the judges after hearing their choice, guaranteeing that Sere was "too handsome", making it impossible to win and his ugliness wasn't normal since it depended on missing teeth. Masvinu said that he is normally ugly and Sere is not. He is ugly just when he opens his mouth.

"Do we need to lose our teeth to win? This is cheating," yelled another hopeful, Patrick Mupereki.

However, Sere was not bothered by the reaction as he said that they should accept that I'm ugly.<sup>11</sup> There was a lot of pushing and shoving as the results were reported and insults were heaved at the judges. The complaints of Masvinu and other competitors may have a level of validity. Organisers had beforehand declared that disabilities would not be acknowledged in the competition which should concentrate on 'natural ugliness.'

Beauty pageants are prominent in this Southern African nation and despite the fact that they are normally for women, scandals are not unusual. Sere dismissed the critics as simply 'sore

losers' as he took the \$500 in rewards. Sere said that he would like to get a television contract and effectively moved around schools performing and displaying his ugliness so this was his opportunity to make it on television, reported herald.

Mr Ugly is one of the listless pageants organised by individuals and organisations mushroomed across the country. Black people are in a very dangerous place. They have gone from the history where blacks fought for civil rights and call each other 'ugly African monkey'. Scientist believed that ugly may actually help you to attract the opposite mate. They found that 'unusual' appearance can be a good way to charm a mate. However, Mr Ugly titles does not have any significance in society, if so what have they brought to the nation.

### **3.5 Battle of beauties- Babra Mzembi vs Miss Zimbabwe Trust**

In June, 2016, a storm brewed in the modelling industry. Charges of nepotism following the appointment of Barbara Mzembi to run Miss Tourism Zimbabwe by the Zimbabwe Tourism Authority abound. She is married to the then Tourism and Hospitality Industry Minister Walter Mzembi. The Miss Zimbabwe Trust leading group of trustees driven by Marry Chiwenga, the trustees are not pleased by the arrival of Miss Tourism Zimbabwe which they see as a "unnecessary splitting of resources" when the two could have really cooperated on one national pageant. Miss Zimbabwe Trust representative Tendai Chirau said they had been attempting to get the Tourism Ministry on board for a long time. Unfortunately, the ministry twisted and one of its arms, the ZTA, had picked the minister's wife to run another pageant.

They welcomed the new pageant, however there some irregularities here. The ministry of tourism had never supported Miss Zimbabwe since they took over. What was the need for a second pageant when they can join forces and produce something bigger and better? Babra Mzembi announced her arrival on the modelling scene with the rebranding of Miss Carnival to Miss Tourism Zimbabwe. She has moved from being the patron of a pageant to actually

running one. Karikoga Kaseke, in his capacity as the ZTA chief, donated US\$10 000 to Barbara Mzembi's pageant, according to Sunday Mail<sup>12</sup>.

But already on the scene is another heavyweight, Marry Chiwenga, who runs the country's flagship pageant, Miss World Zimbabwe. Away from the nepotism concerns, the Miss Zimbabwe Trust believes it should also get support similar to that given to Miss Tourism Zimbabwe by Government through its agencies. Above all, Chirau said as the mother of all pageants in Zimbabwe, they welcomed and encourage competitions like Miss Tourism the same way they supported Miss Curvy and Miss Universities.

They have fought hard to restore parents' confidence in the modelling industry, hope they will not be taken back by this circus of Miss Tourism, Miss Tourism Zimbabwe, Miss Carnival and now back again to Miss Tourism. They all about protection of the girl child. Somehow, they are losing real Miss Zimbabwe because of a tainted past. Miss Zimbabwe Trust took control of Miss Zimbabwe in 2013 and held its first pageant in 2014, reported Nehanda Radio<sup>13</sup>. The winner, Thabiso Phiri, was caught in a nude photo scandal and was replaced by Cathrine Makaya, who in turn was replaced by Tendai Hunda just before the Miss World pageant after she decided to go it alone for the Miss World competition<sup>14</sup>. Hunda arrived in London a few days late, which affected her overall performance. Amid all the commotion, Barbara Mzembi has remained calm, explaining her vision for the project.

There is likely to be a duplication of roles between Miss World Zimbabwe and Miss Tourism Zimbabwe title holders. The Miss World Zimbabwe selects a delegate for the Miss World competition. She and the First and Second Princesses are also supposed to compete in events to do with Brand Zimbabwe promotion within and outside the country. Efforts to bring two of the most "powerful" women in the local beauty pageant industry to work together seem to be hitting a brickwall.

### **3.6 Taremeredzwa Munzara and the Malaysian Human Trafficking Scandal**

Police arrested a Zimbabwean national connected to a pageant run by Taremedzwa Munzara on allegations human trafficking after a joint sting operation by South Africa's hawk and Interpol.

The identity of the individual was not immediately captured and the assertions is that the arrest was regarding human trafficking case including South African model, Princess Mahlangu who was later rescued alongside eight models from other countries. Allegations are that Munzara was involved with Mahlangu who asserted she was made to go to Malaysia under the impression that she would participate at Munzara's Miss United Countries pageant but was threatened with death upon arrival, leading to the arrest.

The pageant was supposed to have been held on July 29, but it is alleged that the Malaysian government blocked the pageant. In an interview with Pindula News, Munzara confirmed he was set to host the pageant, which he said was an international pageant open for unmarried females between the ages of 17 and 30 that promotes the unification of nations, sharing and exchanging experiences and practices in order to bring about a progressive international community<sup>15</sup>.

He further claimed, the pageant stands for developing the world using beauty queens as advocates and ambassadors for their countries in matters to do with social, economic activities and tourism and culture. South Africa's State broadcaster, SABC reported on the arrest and a statement from the South African Directorate for Priority Crime Investigation, known as the Hawks, confirmed that a Zimbabwean had been arrested<sup>16</sup>. The accused, who is from Zimbabwe, was arrested in Malaysia.

It is understood that the women were going to be smuggled to different parts of the world for sex trafficking Black and minority women who live in some of the marginalised, hard to



reach commitments where sexual harassment and sexual violence should be particularly concerned. They need to come forward but the BAME for women are closing at an alarming rate due to lack of funds so it really a contradictory situation. It is not going to be nailed in the coffin until the state also gives commitment to providing the resources needed to ensure that when women come forward they are supported. Sadly the culture of disbelief prevails in institutions, sexual violence and abuse is still trivialised and so we will still have a long way to go.

### **3.7 Ugly debate over Miss World Zimbabwe 2017- Chiedza Lorraine Mhosva**

Figure 8: Miss Zimbabwe, Chiedza L Mhosva, on July 24, 2017.



There was some controversial comments arise over the current year's Miss world Zimbabwe, Chiedza Lorraine Mhosva, asking the organisers the Miss Zimbabwe Trust to cast their net more extensive next year. After Mhosva's crowning the debate discussion via social media and other circles was whether she deserve the crown or not. Others went as far as saying she was ugly, and it was the same contention of the day in 2015 when Emily Kachote was crowned and later was dethroned for different reasons. Some of the modelling agency said the country was already at a disadvantage as the queen was not beautiful.

Sipho Mazibuko who attended the pageant said she thought the first princess Evelyn Njelele would take the crown because she was the best on the night according to her. However, she didn't make it and she was shocked with the result to say the least. She also mentioned that

Mhosva could not stand out in a room if she was compared to the past queens. She said however the country should rally behind Mhosva as she goes for the Miss World title.<sup>17</sup>

Sarah Mpofu said she was glad that we have got a queen and truly acknowledge what they have done. Let us embrace the chosen Miss Zimbabwe queen Chiedza and try to help her wherever possible for the Miss World Contest.

Unfortunately, this has been happening for years and for assortment of reasons ranging from hidden pregnancies, love allegations and much more scandalous reasons. Chiedza became part of the investigation looking how she even became Miss Zimbabwe yet the queen was portrayed ugly. Zimbabwe have beautiful girls around the country and they should go back to the nationwide to give other individuals a shot.

## **Conclusion**

They may convey an air of perfection but these beauty queens and in some cases their hosts can crack. Over a long time pageant contestants have made headlines over naked photos, allegations of love proposal and controversial comments. Post-competing is not uncommon at all for teens to struggle with self-identity which will take its toll in adult hood. This drive toward perfectionism for retired competitors has been nicknamed 'The Princess Syndrome'. Beauty standards of the times were very clearly illustrated by the winners of these pageants over the course of the years. Until 2000 there has been no a Miss Zimbabwe contestant of colour who was a finalist in the pageant. Of course, most beauty pageant don't go off very so easily. But the over too bad cases all managed to go beyond our typical beauty pageant hijinks and entered a ghost zone of shame and embarrassment from which there is no return.

## End Notes

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## **CONCLUSION**

Since 1990s the circumstances of Zimbabwean life have been transformed. The 1980s dramatically altered the cultural landscaper of Zimbabwe, ushering an era of modernity that distinguished the twentieth century from its predecessors. During the last many years, the Miss Zimbabwe competition has long past through some of adjustments but the basic tenants have remained the same, a national competition in which judges choose a young woman to represent the Zimbabwean ideal. The standard of choosing Miss Zimbabwe have additionally changed. Inside the 1980s as much as nearly 2000s, judges based their choice solely off of physical features such as eyes, nose, facial expressions, and torso. Nowadays, the skills part of the competition in addition to the interview while go well with the night wear comprise to the entire marks.

The mass-produced and mass-advertised beauty culture that started late 90s and proceeds nowadays unavoidably makes a constrained and limit standard of excellence. In spite of the fact that women have the agency and power to control their own appearance to fit commercially produced standards of what is desirable. While in a few ways the shift to a buyer culture of mass-production served to democratize the beauty industry, permitting a broader and more diverse group of women to afford the products necessary to fit beauty standards. Its narrow definition of beauty prohibits many women from adhering to such standards.

Critics of beauty pageant argue that such contest fortify the idea that women and girls should be valued primarily for their physical appearance and that this puts tremendous pressure to conform to conventional beauty standards by spending time and money on fashion, beauty

care products , hair styling and indeed restorative surgery. The research claim that this interest of physical appearance even encourages some women to go on diet to the point of harming themselves. It is contended that rather than empowering, beauty pageants do exactly the opposite because they deny the full humanity of women by placing them as subject of objectification, they strengthen the idea that a woman only purpose is to look attractive. Another criticism that is placed on beauty pageants is in the way beauty is quantifiably scored as highlighted by the ‘Myth of the perfect 10’. Beauty comes a numerical coefficient in positioning contestants and this type of scoring still remains as a system even in nationwide beauty pageants such as Miss Zimbabwe

The exposure of the beauty pageants contestant’s physical bodies outlines the connection between a woman’s display and her own body. Nowadays, pageant contestants appear in revealing bikinis that leaves a woman’s body almost completely exposed. With so small capacity to conceal one’s body, the figure is of much importance. Although by no means overweight, this is a remarkable difference from the sometimes skeletal, present day contestants. This modern weight for slimness driven to the rise of eating disorders that in today’s weight has gotten to be one of the most serious issues for Zimbabwean women.

As women establish themselves as a powerful figures with their own agency and voice, they are progressively constrained to comply with a commercialized standardizing femininity. The beauty industry and promoters capitalized on this link by establishing a narrowly defined beauty ideal that could be achieved on through the consumption of fashion and beauty products. The development of a narrow definition inevitably creates a wide definition of ‘unbeauty’ that is inextricably linked to class, race, age and ability. The present day woman of the 1980s liberated and empowered today’s women while at the same time denying some woman of femininity and submerging others further into the suffocating grasp of self-regulation and societal constructs.

In recent years, the Miss Zimbabwe pageant has received less public attention. In the decade between 1995 and 2005. The little media consideration that was given to Bongani Dhlakama when she won Miss Zimbabwe 2012 title mocked and trivialized the beauty pageant while suggesting a connection between trivial beauty and political power. In analysing the decline and trivialization of the Miss Zimbabwe pageant, one arrives at an important question. Are people not watching Miss Zimbabwe because they are tired of the objectification and exploitation of women? Or are they not watching because they are so many other media outlets abusing and objectifying women that Miss Zimbabwe no longer stands out?

The objectification of women was and is real. It has never, in any case, been absolute. This dissertation does not attempt to suggest that women are permanently trapped under the control of an all-powerful beauty culture. In contrast women have the agency and power to choose their appearance and to subjectively experience and control their physical show. However as well frequently women surrender their control to the standards of beauty dictated to them by a patriarchal and capitalist society. For the true liberation, women must stand up to normalized, commercially-produced beauty standards that pressure women to conform and consume while excluding and marginalising women who fall outside such artificial beauty beliefs.

The study has examined that pageants are sanitized and sanctioned outgrowth of nineteenth century carnival sideshows. Individuals with physical or racial differences were dramatically abused to appear extraordinary dangerous or powerful. It was also noted that the pageantry operates on the same kind of visual and representational politics expect that contestants are made to seem alluring rather than estranged. With the apparent on show coupled with the shallow and apparently irregular physical standards that determine a contestant's qualification.

One can conclude that pageantry is an offensive business made indeed more so when it pretences as a pseudo intellectual endeavour. In spite of the reality that most of these women are smart, accomplished individuals with assorted gifts and ability, no one expects those elements to outshine the dress, the hair or the bikini body. In a sense, these contestants are already set up to fall due to limited and representational parameters of the pageant and the public' s insatiable thirst for weak shows.

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