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Modernism

Modernism began as a movement in the late nineteenth and early twentieth century. It rejected established forms of creativity, construction, literary work, belief systems, organization of society, and daily living as irreconcilable with the changing socioeconomic and political circumstances that were evolving in this period. Several different aesthetics may be characterized as modernist, yet the overwhelming majority of them shared remarkably comparable beliefs and views on many parts of civilization. It gave birth to a slew of artistic, social in nature, and political organizations. Modernism first appeared in the early 1800s. It first appeared in artwork and writing with Manet as well as Baudelaire (Hiddleston, 1992). It was originally named "avant-garde," it refers to changing one's existing condition of being. The vast majority modernism ideas were heavily influenced by advances in technological and scientific discovery in the late 1800s.

During the 1900s when were used to being housewives performing domesticated duties living under the shadows of their husbands, once the suffrage movement took place women found themselves gaining right and various opportunities. The emergence of the film industry women

began to see the effect of make up with assistance from companies like Max Factor business owners Elizabeth Arden along with Helena Rubinstein (The Powder and the Glory, 2007).

Towards the roaring 20s women began expressing themselves more than before, women spend time dancing enjoying life and purchasing cosmetic products bring it into the mass market.

Women had been advocating for fairness in the employment field, as well as equal privileges to males. Women's social circumstances status altered dramatically from little to nearly absent between the late 1800s and the early 1900s. These beliefs would have seemed insane in the 1870s, when women were seen to be inferior to men. Education for women began to rise in the 1800s when women possessed the opportunity to focus on educational opportunities. In the first half of the nineteenth century, women's attendance at universities almost doubled to 40%.

Women were much more than demonstrating that with hard effort and determination, they could achieve anything men could, know it would be a tough road. Once cosmetic product became easily available a shift was created in what the term modernism meant, women went from being conservative to applying make-up at dinner tables and being employed. Women began to excel in society creating names for themselves through business following the footsteps of Elizabeth Arden and Helena Rubinstein.

The modernism movement has shaped society in various ways from the influence of art, design which can be seen through architecture. Technology has taken over industries from beauty to the medical industry. I believe everyone can be seen as modern constantly keeping track of trend while trying their best to stand out from society norms. However, everyone tries their hardest to stick out but sometimes it can become confusing to understand what society once especially how things can constantly change every day. Most people nowadays appreciate some form of

technology. It might be a phone, a lens, a laptop, or a TV. in society a modern woman strives to obtain a education while having equal rights as men .

Reference:

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