

Glamour, marketing and scalpel: competition of Miss Venezuela

Abstract

The mass phenomenon produced by the Miss Venezuela, was transformed into a national obsession. Pride of a people, which inflame the passions and illuminate the dreams of Venezuelans. To the those who were selected, this is the beginning of sacrifices and unnamed transformations, under the watchful eye of President of intractable procedure, Osmel Souza. Shaped according to aesthetic criteria dictated by fashion designer and creator, the girl's body and mind are put to the test. But the crown of Miss Venezuela and later the Miss Universe and Miss World are at stake: the lights, fame, luxury will make them forget, for a moment, a world where the concept, pervert, plastic beauty ignores the Beings humans.

Key-words: Competition; Miss Venezuela; Body; Fashion; Beauty.