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The Relationship between Beauty, Moral Value and Social Success

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Dear Editor,

Neuro-aesthetic is a new interdisciplinary field that through evolutionary psychology and neuroscience tools tries to explain aesthetic experiences. Aesthetic experience is cognized as a process for response to any sign of beauty. Beauty that either is in works of art or any natural occurrence such like a pleasing sound or an event. This experience may engage sensory-motor, emotion- reward, and meaning-knowledge systems [1].

The aesthetic quality of an experience has an evaluative dimension [2]. "Dutton (2009) argued that beauty is an aesthetic judgment that alerts humans to objects which increases their chances of survival and reproduction" [3]. A beautiful target will form a moral value that is worthy of protection. Therefore, people have a greater tendency to care for beautiful animals, humans, landscapes, and buildings [3].

Beauty perception is linked with people's positive judgment, judgments of admirable deeds, and pro-social behavior. Empirical evidence shows that people will often attach moral value to a beautiful person. For example, socially desirable traits such as honesty, trustworthiness and kindness will be easily attributed to an attractive individual [3].

Thus, we suggest that beauty can produce and develop moral value, and almost all of our moral values are defined in society. Beauty will simply bring more quality to one's social interactions. A beautiful person, due to the more attention he/she attracts, will have far more opportunities for social success, than those who are not attractive. It may build a stronger sense of self-esteem and confidence in favor of one's personality. This is an important fact that can be considered as an inherent advantage in social success of individuals.

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