

# 中美文化视阈下的颜值观分析

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## 摘要

中美两国在高颜值的判断上存在差异。中国夏商周时期已经对美学有了研究，春秋时期百家争鸣对美学思想定义做了进一步争论。与此同时，西方两希文化对西方美学也做了大量的研究。从文学的角度看，中西诗歌、绘画和其它文学作品体现出不同的审美价值观。从宗教的角度来看，中国本土的道教文化和道教混合的宗教文化，其中中国美丽神话，神或美丽的事物体现了一种宁静而美丽，美国基督教、天主教和伊斯兰教，他们描绘神话人物多数体现了一种崇高。从哲学的角度来看，中国美学受儒家文化的深刻影响，但也受到道家文化无为的哲学影响，影响着人们的审美判断，美国受到不同时期的古希腊哲学的影响，它体现了一种人文哲学思想进而影响美国审美判断。从历史的角度，追溯到夏商时期，中国开始了审美认知，到明清时期的演变，美学思想受百家争鸣的影响也很深。美国的历史可以追溯到的古希腊时期的美学探讨，一直到现代的改变，这些也影响了美国的审美判断，从而影响他们的价值观。因此，我们可以知道：中国和美国不同的审美判断，所谓的颜值观，是对中国和美国之间的文化差异的本质体现。

关键词：中国；美国；颜值观；文化

# An Analysis of Face Score Concept from Chinese and American Cultural Perspective

**[Abstract]** There is a difference between the two countries in the judgment of the high face value. China Xia, Shang and Zhou Dynasties had researches on aesthetics, the Spring and Autumn period had further contention on aesthetics definition. At the same time, the Hebrew and Greek cultures of the West had done a lot of researches on Western aesthetics. From the literary point of view, the Chinese and Western poetry, paintings and other literary works reflect different aesthetic conceptions. From the religious point of view, Chinese indigenous Taoist culture and Taoism mingled in religious culture, describes China beauty mythology, God or the beautiful things as a kind of quiet and beautiful, American Christianity, Catholicism and Islam, they depict the mythological figures, most of them shows sublime. From a philosophical point of view, Chinese philosophy is deeply influenced by the Confucian culture, and affected by the inaction of Taoist culture; the philosophy also affects people's aesthetic judgment. The United States is influenced by the ancient Greek Philosophy in different periods; it reflects a kind of humanistic thought, the philosophical thought which affects the aesthetic judgment of Americans. From the angle of history, dating back to the Xia and Shang Dynasties began China aesthetic cognition, to the evolution of the Ming and Qing Dynasties, which continue to affect aesthetics, the history of contention of a hundred schools of thought influence on aesthetics is also very deep, America's history can be traced back to the discussion of the aesthetics of the ancient Greek period, changing until modern, these also affect the aesthetic judgment, thus affecting their values. Therefore, we can come to a conclusion: China and the United States on the so-called values of different judgments reflect the essence of the cultural differences between China and the United States.

**[Key Words]** China; the United States; face value; culture

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# 1. Introduction

Arianna Quant, a Chinese American lady, was elected Miss Michigan of Miss America in 2016. And this news suddenly sparked heated debate on the Internet among the Chinese people. The Chinese attacked her with a torrent of abuse. Because Arianna Quant is not beautiful at all from the traditional perspective of Chinese people. Her skin is black, with round and big face, small eye and strong body. At the same time, the discussions about the beauty of China have been organized on many major websites, such as sine, baidu and microblog. The light, smooth and white skin is one standard of Chinese beauty. In addition to the skin, big eyes, stacked and thin body and long black hair are also the standards of beauty in China, and that's the reason why that Chinese beauty is usually based on the Chinese painting and poetry. However, from the American point of view, Arianna Quan is very charming and the real champion of Miss Michigan. She is very tall with small eyes, high cheeks and healthy brown skin. At first glance, there is nothing, but with a second look, Arianna Quan likes the American cartoon character Mulan. Therefore, from this event, it is easy to find that the difference exists between Chinese and American face score concept.

## 1.1 Basic concepts of beauty and aesthetics

The first impression deeply affects people's judgment. Especially, when the rhyme of life is faster than modern society. As a network vocabulary, face score is also accepted by people. The definition of face score is that the level of appearance. In other words, the face score concept is equivalent to the beauty and aesthetic idea. But what is really called the beauty? According to Oxford Advanced Learner's Dictionary, the word beauty means that the thing brings pleasure to the mind or the senses. However, there are many different standards and ideas can be found about beauty. Dating back to old days, Confucius considered that the kind and the way of neutralization are the supreme realm of aesthetic ideal. And Manic regards the kind should be cultivated actively, otherwise, it is not really beauty<sup>[1]</sup>. But the Chinese beauty is different from the Western beauty, which is not as supremacy as Greek culture. Among the ancient Greeks, the beauty is a kind of ideal and a sacred and unattainable model<sup>[2]</sup>. Diverse opinions as on the concept of beauty, it is still in the center of aesthetics, as defined in the New Encyclopedia Britannica, "aesthetics as a

branch of philosophy, are concerned with nature beauty, art and taste, as well as with the creative and appreciating art.”

## 1.2 An overview of the development of aesthetics

Aesthetics as a self-discipline subject was born in German artist Baumgartner “Aesthetics”, a book that marks aesthetics to be an independent discipline, from his own with his object of study and discipline problems is the humanism of the aesthetics of a gilded signboard from 1750 to the date of birth, it is not only the aesthetic culture of humanistic spirit tear down the extreme, and put the Enlightenment from religious theology plunder to crown with the human head, Baumgartner put the perceptual science divided into aesthetics, that is to say, as aesthetics in human psychological activities occupy significant position. As the science of emotional cognition, aesthetics is different from philosophy, logic and ethics<sup>[3]</sup>.

In Kant and Hegel, Baumgartner after making positive efforts on aesthetics theory system, based on perceptual science on perceptual thinking as the center, dedicated to the harmonious unification of the emotional and rational, they each construct philosophical position of their aesthetic theories. Capturing the imagination of the intermediary of Kant’s aesthetic psychological mechanism, mainly analyzes the problem, Hegel put the art with ancient Greek aesthetic tradition, construction of the essence of beauty, this three kinds of aesthetic paradigm has become a model for later theoretical system Chinese contemporary aesthetics construction, modern western aesthetics breaks the metaphysical system of Hegel’s aesthetics, instead of a new situation in the evolution of diversification. Modern western aesthetics has spiritual theme response to aesthetic issues that humanity itself is a desire, instinct, intuition, the main topic in the modern western aesthetics is the aesthetic experience, artistic and aesthetic experience, both art and aesthetic experience, modern western aesthetics directly from the modern western philosophy of public aesthetic consciousness without full attention only with the theoretical value<sup>[4]</sup>.

Chinese today’s aesthetic theory originated directly from the German classical aesthetics, so to build their first choice to become the aesthetic theory of artists, 50 century, 60s “great aesthetic discussion” as the research subject of critical aesthetics in idealism, confirmed Marx’s ideology in the aesthetic study of the guiding role of Marx thought for the discussion of the issue of aesthetics for the time China has described the esthetician gap, when the argument is not the aesthetic problem but

subjective or objective non aesthetic problems, on 80s the “second century Grand Aesthetic Discussion” is a continuation of 60s, the proposed discussions of aesthetics, practical aesthetics can be subject object dichotomy, with practice the aesthetic activities to find a reliable foundation. The last century at the beginning of 90s after the practical aesthetics and practical aesthetics is actually third times China debate is both aesthetics and Western classical philosophy and modern western philosophy argument, practical aesthetics attached to materialism is the main philosophy of Kant’s aesthetics after practice depends on the modern western life philosophy, existentialism<sup>[5]</sup>.

The Enlightenment of humanism is the core logic starting point of aesthetics, scientism of the enlightenment is the spiritual pillar of aesthetic ideology, and the enlightenment is the aesthetic standard of political cards. The humanism aesthetics is confident of human well-being, which has the objectivity of the scientism aesthetics ideology of the aesthetic label, has been the mainstream of guest seats around the hub aesthetics of humanism is the positive significance of a flying a kite in the aesthetic endoscope under humanism seems to play to the best survival state. With self-redeem spirit and the acme of perfection ,one can really understand the aesthetics of extraordinary character, this character called the critical spirit of aesthetic transcendence, with mellow character and stick to the philosophy of history, the reason is the root of the mutual academic foundation and theory construction, is located in the broad fields of humanities, humanities and humanities has maintained the original super sub context. The natural ecology and the sacred culture gave it ever fount ends, a realm of harmony constitute its “original origin to final medicine”, and develop and return to life and growth in nature, closely reasoned and well argued. Heaven realm is Chinese academic contribution to world aesthetics, Western Aesthetics in this aspect from the China cultural benefit, aesthetics and draw close to the subject and supergene and dark long mainly in the following ways: a) osmotic - marriage of aesthetics to spread and Poetics of literature and art in common; b) deceitful and social science and natural science, combined with the beauty; c) uncritically acceptance aesthetics to aesthetics beyond have suspected egoism of ugly bitten, basically he is born to the aesthetic features in the growth process of accession to the WTO, on the one hand, Yi Ziqiang two and learn widely from others’ strong points all have complementary.

It only means that human aesthetics of human nature and the beauty of human

good in nature only rely on, reveals the subject of the lovely young and terrible, aesthetics is the aesthetic and cultural aesthetic sublimation has certain commensurability and real science, but the basic human nature and pure reason really have some differences and complete scientific theory, aesthetic culture of Zhang Weizhen is lost for the loss and noble aesthetic and high strength for mergers and the loss of the good, aesthetics is the gap of human civilization with pretty darn<sup>[6]</sup>.

## 2. Literary comparison between China and America

### 2.1 The characteristics of Chinese literature

First of all, Chinese literature will be talked. Before the advent of Chinese poetry, it was formed and developed gradually in people's work and dance. *Book of Songs* is a collection of poetry in Eleventh Century BC to sixth Century, Chinese is the first poetry anthology in 305 chapters, divided into feng, ya and song. In the Book of Poetry, a lady was described by her tender skin, soft fingers, white neck as well as detailed on her forehead, eyes and so on. In Han Dynasty, the poems which described beauties, the *Song of the Northern Beauty* is famous: There is a beauty in the northern lands; At her first glance, she led to the town losing of the soldiers; at her second, a monarch would give up his crown<sup>[7]</sup>. In Tang Dynasty, The *Everlasting Regret* written by Bai Juyi, described Yang Yuhuan, one of the four beauties in ancient China, like this: Turning her head, she smiles so sweet and full of grace, That she outshone in six palates the fairest face. In addition, in modern China, *A Lane in the Rain*, which Dai Wangshu is the author, who described a lady: Like a clove, the lady with an oil umbrella. All of the above poems, give people a feeling of delicate for the beauty, and then affect the Chinese people's judgment of face value<sup>[1]</sup>.

Then, let's look at Chinese painting. The history of Chinese painting can be traced back to the Neolithic Age of primitive society, which has a history of at least seven thousand years. Among them, the ancient paintings of women, mostly for the palace painting, gives people a feeling of gentle for beauty. The description of the beauty, mostly for the four beauties: Xi Shi, Diao Chan, Wang Zhaojun, Yang Yuhuan. Most people use gorgeous and beautiful to describe them. The paintings of the four beauties all have the same features in skin, eyes, face, mouth, waist, fingers and so on, which show the elegance of the beauty. People are influenced by these paintings when they judge the level of face value.

Finally, let's talk about beauty in Chinese literature, which can be divided into male and female. For the female, in the spring and Autumn period, Xi Shi, a born beauty, when in the river, clear water reflects her handsome figure, even the fish in the water saw her reflection, forgot to swim. At the same time, the Twelve Beauties of Jingling in the Dream of the Red Chamber all represent the standard of beauty in



China. For male, people use “as beautiful as Pan’ an” to describe a handsome male. Also, Songyu is also a representative of beauty. The same to the Lan Ling Wang<sup>[8]</sup>. From ancient time till today, people’s judgments of beauty are directly influenced by these works.

## 2.2 The characteristics of American literature

Let’s talk about American poetry. The history of American poetry is not long, most of which dates back to the British colonial period, the American poetry at that time, from the genre, theme or style, is the imitation of English poetry. From this point of view, the aesthetic concept in American poetry is also influenced by the British aesthetic<sup>[1]</sup>. Among them, the United Kingdom in the early nineteenth Century, the great romantic poet George Gordon Byron’s poetry “Athens girl” wrote: by those tresses unconfined, wooed by each Aegean wind; by those lids whose jetty fringe, kiss thy soft cheeks’ blooming tinge; by those wild eyes like the roe, zoeuml; mousasagapo. In the poetry section two or three, movingly portrays Athens girl’s beautiful grace, innocent girl in Athens with lines on the page and “free” curly “Moy rimmed eyes” “Deer Eyes”, a unique and memorable metaphor. Byron’s other poem, “she walks in the beauty of the United States,” he fully uses the strong effect of light and color, the protagonist in the light and shade, black and white contrast. As if in the mapping of stage lighting, the lining of a dignified and beautiful figure in the blue sky, the dark with light, showing changes in the soft, have the elegant solemn and quiet, have a unique style of beauty. In addition, a painted charming smile, face full of silently conveyed tenderness to reveal the heroine’s inner purity, kindness and warmth. The shape of figure, face, and natural beauty of the United States, is dumping. But in the late nineteenth Century, Whitman, known as the father of American poetry, changed everything. Whitma’s “leaves of grass” in women are living in extreme poverty lower class housewife, even a prostitute, Whitman is the male aesthetic vision to measure women, focusing on their appearance in order to determine the value of their own, so as to show the aesthetic value judgment is not hierarchical, not because of the identity of the level of influence on the judgment of beauty. The beauty of the United States in the poetry of the things, embodied in the aesthetic concept, have a profound impact on the aesthetic values of the United States, affecting their judgments of face value.

Then we talk about American painting, American art, generally from the

beginning of seventeenth Century after the count, but in the past there have been Indian art. The true meaning of American art, comes from the beginning of the Europeans in the early seventeenth Century, having a certain impact on the United States, painting aesthetic in Renaissance in Europe, for example, painted by the European Renaissance painter Leonardo Da Vinci's portrait of "Mona Lisa", charming smile, quiet face, end Zhan manners, not only give people a comfortable feeling, and a mysterious beauty<sup>[9]</sup>. Before and after the war of independence, American painting gradually matured, the emergence of a group of professional training, high artistic attainments of professional painters, they laid the foundation for the prosperity of American Art in nineteenth Century. The United States is the first art history master painter John Singleton Copley (John Singleton Copley), his early life was mainly for wealthy merchants and upstart portraits, one of his representative works "Mrs. Richard Skinner", from the texture of clothes, end Zhan posture, facial expression in the depiction of elegant, reflecting the aesthetic standards at that time Americans, by drawing this direct visual works of art influenced American aesthetic, and then make a value judgment on face value.

Finally, let's talk about the influence of American literature on American aesthetics. American literature has a short history; it is almost at the same time with the free capitalism of the United States. The American people are full of the spirit of democracy and freedom, individualism and the concept of personality liberation is strong, which is reflected in the literature. Among them, the American writer Margaret Mitchell (1900 - 1949) ten years of grinding sword works *gone with the wind*, the novel is set in the American Civil War, the main line is strong, willful manor Scarlett entangled in several men between love and hate, great changes have also associated with the history and the whole works not only to show the readers a beautiful woman, more shows a strong, courageous, hard work and women's self-improvement. Scarlett always said, "Tomorrow is a new day", showing her optimistic personality. *Gone with the Wind* is a vivid portrayal of the character of Scarlett, which deeply affects the judgment of the face value of the United States. The same in emphasizing the inner beauty of literary works, and Nathaniel Hawthorne of *The Scarlet Letter*, the protagonist Hester's beautiful, kind, sincere, brave and strong personality, so that the original sublimation of the scarlet letter A. These literary works in the shape of the subtle influence of the aesthetic values of the United States to determine how the Westerners judge the face value.

### 3. Religious comparison between China and America

#### 3.1 The characteristics of Chinese religion

Religion is a special cultural phenomenon of human being's development, which is also an important part of human's cultural tradition. Having an effect on people's mind and customs, relational cultures play an important role in its followers' mind, but also in social spiritual culture<sup>[10]</sup>. For the Chinese religion, Taoism is a representative one, dating back to 1800 years ago, which is a local religion of China. Its doctrine is closely connected to the Chinese culture, deeply rooted in the Chinese culture. Characterized by the apparent Chinese culture, the doctrine of Taoism influences Chinese culture profoundly in many ways. In Taoism, Nv Wa, a kind, beneficial to the common people, tough, brave and clever goddess, is popular with people and well known. It was said that she have created the world. What's more, Nine days of the Xuan female, the goddess of the moon and Xian Gu are also known by people. Of the above three, the goddess of the moon was praised by an apparent attitude, and colorful emotions. Therefore, the image of the goddess of the moon stands for the moon, also a name of beauty. From this, Taoism sends us a feeling of magic and mysterious for the gods. Buddhist culture is one of the China religious culture, the introduction and development of Buddhism in about Han Dynasty, various Buddhist image, gentle mellow. Sui and Tang Dynasties in this period, elegant and poised, it is not difficult to see that the Tang Dynasty is very consistent with the aesthetic. The biggest feature of Chinese religion is the combination of Taoism and Buddhism. The Bodhisattva is Taoism or Buddhism controversy can reflect the characteristics of. Chinese religious culture has a long history. Although it is not in the core position in Chinese culture, it has penetrated into the mainstream culture of different times in different degrees, thus affecting the basic spirit of Chinese culture. No matter China religious culture is based on philosophy, ethics, law, education, customs, literature and art, music, architecture, painting, sculpture, poetry and other aspects of tourism, penetration, or presenting direct image of the man of God, in the subtle influence of Chinese aesthetic value judgments and the judgment of face value<sup>[7]</sup>.

### 3.2 The characteristics of American religion

When it comes to America, many people will talk about its development of economy, technology and education, some may also talk about its politics or law, or even the social problems, all of these are the important aspects of America, but it is not all about America, for it has another indispensable aspect—religion. How's the current statues of religion in American developed country. Of 10 American, 9 believe god, 8 regard religion as an important part of their life, 7 belong to the relational organization, 6 pray every day, more than 5 think it is god who lead the American democracy of ethics, 4 go to the church every week. And there are about 300000 churches spread around America. In this case, it is no doubt that religion plays an important role in America<sup>[11]</sup>. With thousands of years of development and time precipitation, the Christiana leading religion in the relational culture of America, has its own ideological and cultural theories, philosophical speculative methods, ways of language expression and styles of art. From Bible, a book read by every Christian's followers, many beauties had been described, of which, Rebecca, wife of Osakis an example. She is a diligent, kind and pure beauty, so fantastic that his husband, Isaac, told others that Rebecca was his sister, in order to avoid being killed. In addition, the aesthetic judgment and face score judgment of Americans has something to do with the image of Blessed Virgin Mary. The culture of Christian sends us a message about aesthetic: the beauty of beautiful things lies in its form of unity and harmony, a feature comes from god.

## 4. Philosophical comparison between China and America

### 4.1 The characteristics of Chinese philosophy

Since ancient times, people never stop thinking, but some people have this kind of thinking become a fixed mode of thinking and take it as a research object, called “philosophy”<sup>[12]</sup>. “Philosophy” is the study of the human mind and the society, the universe, the universe of cognitive disciplines, paying attention to the wisdom of enlightenment, causing the sublimation of human thinking. Ancient Chinese philosophy enjoys a long history. Its unique ideological values are far ahead of the history. The contention of a hundred schools of thought in the spring and autumn period and the Warring States period is an important page in the history of Chinese philosophy. Among them, the beauty of kindness and benevolence, justice, is a good gift, which made up of ideas, ethics and moral cultivation and the ideological realm of feeling. Confucian Aesthetic Consciousness is characterized by system, order and relation. For example, the Confucian emphasis is not on the physical appearance of people, but the quality of etiquette, the crown cap gowns wear. Taoism with natural beauty, exquisite adaptation, exquisite Wowed, is for the vast universe, human small and limited to sigh, from finite and infinite, inaction and promising dialectical and feelings. The characteristics of Taoist aesthetics is natural simple and pure. It can be said that the aesthetic theory of Taoism represents the true spirit of Chinese art. Culture is the heritage of the nation and the times, philosophy and social consciousness, great works of art has always shown a deep philosophical concepts, it is not only a product of the national character and the spirit of the times and social trends, but also actively participate in the formation of the national character and spirit of the times and social ideal, his nation and the times and the representative of the society. China philosophy aesthetics in the subtle influence of Chinese aesthetic value judgment, affect the Chinese values judgment on face value.

### 4.2 The characteristics of American philosophy

In American society, whether in the past or at present, there is no lack of philosophy. This can be seen from the unique cultural and traditions of the American

people. Moreover, even in the eyes of politicians or social activists, philosophy is not only a theoretical proposition, but also a way of life and the basic ideas to solve social problems. In the field of scientists, writers and other experts in the field, philosophy is a necessary condition to guide oneself in this field. If we come to understand the philosophy in this broad sense, its role in public life in the United States is mainly personal, reflected in each person's different thoughts and opinions. Thus, the aesthetic philosophy of the United States will affect the aesthetic and face value judgment of the United States. However, the aesthetic philosophy of the United States is influenced by the ancient Greek aesthetics. The ancient Greek aesthetics thought refers to ancient Greek slaves in possession of the ancient Greeks era, specifically from sixth Century BC to third Century BC; Pythagoras was Aristotle ended 300 years of Greek aesthetics. It is the earliest aesthetic thought of literature in Europe and the beginning of the history of Western aesthetics. The representative figure of this period, Socrates, is a very important beauty in the history of Western aesthetics. He put forward an important proposition that virtue is knowledge. The core idea is to say the same thing. In addition, it was also influenced by the aesthetic philosophy of Renaissance in Italy. During the Renaissance, the beauty of the secular beauty, the human nature, human rights, and the liberation of the people, the whole art is full of humanism aesthetic thought. To lay the foundation for the existence of human beings and the secular life, People should pay attention to the spirit of individual liberation. From the rational and full affirmation of the material life of the people and people's sense of pleasure from the artistic practice, to grope the issue of aesthetics, the prosperity of all kinds of art is the biggest feature of Renaissance aesthetics. Philosophy comes from people's lives, affecting people's lives. American philosophy originates from the life of the American people, but also affects the aesthetic values of the American people.

## 5. Historical comparisons between China and America

### 5.1 The characteristics of Chinese history

China has a long history, from the age of mythology, Pang, Nu Way, about 5000 years; since the Xia Dynasty is about 4200 years from the date of Three Emperors and Five Sovereigns, about 4600 years; from the China first unified centralized system of the Qing Dynasty about 2200. China has undergone many changes and dynastic changes, the longer the period of the Xia Dynasty, Shang, Zhou, Han, Tang, song, Yuan, Ming, and Qing and so on. China was once the most powerful country in the world. In the history of the Central Plains Dynasty, the ethnic groups of China and the neighboring ethnic groups continued to engage in exchanges and cooperation. At the beginning of the Qing Dynasty in nineteenth Century, China began declining. Revolution in 1911, established the Republic of China, the Republic replaced. In 1949 the Kuomintang and the Communist Party of China lost the civil war, the Communist Party of China People's Republic of China was founded in Beijing. After 1978 China began to reform and opening up policy, China's economic rose again. The Chinese ancient aesthetics from the beginning of the slave society, Chinese thinkers put the fundamental problem with the universe, society and life aesthetic and artistic issues directly related to the observation and thinking, although on the expression and demonstration system is not enough, but fundamentally permeated with their unique profound philosophical ideas. In several countries of ancient civilization developed, since the system into an independent rigorous Chinese aesthetics. The ancient Chinese aesthetics is produced under the historical conditions which are very different from that of the western ancient aesthetics. The origin of Chinese ancient civilization was very early; the primitive clan society lasted for a long time, and developed to a high degree. After entering the slave society, because of low productivity, failed to completely break the primitive communal system shell, clan society, traditional customs, ideology and great, kept long. The relationships between people and people in the society have been in class antagonism as the foundation, but still and patriarchal clan relationship together, as on the upper and lower hierarchy and emphasizes the ethical order of fine distinction. This situation, on one hand, the Chinese ancient slave society could not be fully developed as Greece and Rome; on the other hand, the

Chinese ancient slave society directly inherited and retained in clan society, humane and democratic spirit, individual and society, man and nature of the opposition weren't very sharp. Since the Spring and Autumn period, the spirit of reason has risen significantly. Many thinkers have advocated the ideal of harmony between individual and society, between man and nature. This basic concept, profoundly affected the development of the whole Chinese aesthetics. Chinese aesthetics have long insisted from harmony to the individual and society, human and nature of the beauty that the aesthetic and artistic value is that they can effectively promote the realization of unity from the spirit, which has profound philosophical and moral spirit of harmonious beauty to the top position, and often through image the intuitive and emotional language to express. The ancient Chinese aesthetic thought was formed in the late Spring and Autumn period and the Warring States period. In the pre-Qin period, there were many aesthetic factions, the most important of which was Confucianism and Taoism. They oppose each other and complement each other, which lays the foundation of the ancient Chinese aesthetics. Among them, a hundred schools of thought on the development of Chinese aesthetics have a role in promoting. The founder and important representative of Confucian aesthetics is Confucius. His aesthetic thoughts are based on his "benevolence". Confucius stressed that beauty and good can not be separated, emphasizing the role of the art of infection, that the role of aesthetic and art is to develop and cultivate people's ethical feelings, and promote the harmonious development of individual and society. Wei Jin Southern and Northern Dynasties is a significant turning point in the history of Chinese aesthetics. The collapse of the Han Empire, self-sufficient feudal landlord economy, each with its economic strength and political military menfashizu, weakening the Eastern Han Dynasty became more rigid and cumbersome Confucianism influence, all of which makes the ruling class literati great changes take place in the life style and ideology. After the Sui Tang, Tang Dynasty established a unified feudal empire, the economic, political and cultural has an unprecedented development, the ruling class also showed a great creative spirit. In 1840 after the Opium War, with the invasion of imperialism, China entered into a semi feudal and semi colonial society, the national bourgeoisie, western culture is constantly input; makes aesthetics China modern bourgeois category began to sprout. People's Republic of China has established, the aesthetic development entered a new historical stage, from mid 50s to early 60s, with a new aesthetic criticism of old aesthetics, established the Marx doctrine for academic



discussion research, discussion center is the essence of beauty, natural beauty and aesthetics from the philosophical object. Since 1978, while continuing the discussion of these studies, we have laid stressed on the introduction of modern psychology, sociology and the theory of natural science into the field of aesthetics, and began to write works on the history of Chinese aesthetics. The research and implementation of aesthetic education has aroused wide attention in the society<sup>[13]</sup>. Any kind of aesthetic form, the aesthetic of any country can not be separated from the impact of its social and historical development<sup>[14]</sup>. The historical development of China has a profound influence on the aesthetic value of the Chinese people, which affects the judgment of the Chinese people.

## 5.2 The characteristics of American history

The United States, was originally a British colony, due to various factors gradually rises and become a powerful country. In the 16th-18th centuries, the Western European countries which were in the process of primitive accumulation of capital. By the middle of the eighteenth Century, thirteen colonies were established along the coast of North America, the Atlantic, where the economy, culture and politics of the colonies were relatively mature. After the independence of the United States, it actively expanded territory, the United States gradually expanded from the territory of the Atlantic coast to the Pacific coast. Significant changes have taken place in the economy, and the northern and southern economies have developed in different directions. North South contradiction is aggravating day by day. From April 1861 to April 1865, was the time that saw the war between the South and the north of the United States, also known as the American Civil war. Finally, the North led the bourgeoisie to win the unified nationality. In 1865, the reconstruction period, the gradual abolition of slavery, in 1877, the southern part of the Democratic reconstruction, the development of democratic progress act, marks the end of the reconstruction of democracy. Later, the United States completed the industrial revolution, economic strength increased; the two world wars laid the United States hegemony in the capitalist world. After the cold war with the Soviet Union, the United States became the only superpower in the world. But in 1980s the U.S. economy remains relatively stable. In the 90s, the American computer industry developed rapidly, and led the global high-tech information industry, opening up a new generation of industrial revolution. However, owing to the special historical

backgrounds of the United States, the aesthetic development of the United States was deeply influenced by the historical events of ancient Greece, Rome, the Middle Ages and the Renaissance. Between the 6th~5th centuries BC, Greece entered the heyday of the slave society. Business of the slaves and the democratic movement, promoted the development of literature and art, tragedy, comedy, music, sculpture and so on, have reached a high degree of prosperity, but also promotes the free debate and for the value of knowledge, and natural science combined with philosophy has made an unprecedented development. The reflection on the beauty and the art of philosophical thinking, and the formation of the earliest Greek Aesthetic thought. It dominated the development of western aesthetic thought. From third Century BC to AD third Century, the Rome Empire took the place of the Greek city-state and became the center of western politics, economy and culture. The aesthetic thought, which was inherited from ancient Greece, is a classic example of Greece. In the Middle Ages of Europe, the death of the western Rome Empire in fifth Century ended in the rise of bourgeois culture in the fifteenth Century. The medieval aesthetic thought is complex and contradictory. It is not only a vassal of theology, but also an anti-theology. The aesthetic thought of the Renaissance was conceived in the embryo of the aesthetic thoughts in the middle ages. Fourteenth Century began in Italy in the fourteenth century, and later spread to Germany, France, Britain, Netherlands and other countries, culminating in sixteenth Century. This is a period, when European culture and thought developed. The most fundamental characteristic of the Renaissance aesthetic thought is to come out of the mist of theology, to face the reality of the people, to celebrate the people's reason, wisdom and strength, and praise the secular beauty and joy. Enlightenment is the movement of anti classicism in the field of thought and literature. After the Renaissance, the feudal rule and the religious theocracy was further attacked<sup>[15]</sup>. Any kind of aesthetic form, the aesthetic of any country can not be separated from the impact of its social and historical development. The historical development of the United States has a profound influence on the aesthetic values of the American people.



## Conclusion

Coming back to see Arianna Quant, elected Miss Michigan of Miss America, caused a lot of controversy. Many Chinese Internet users do not think her beautiful, and even feel ugly, but she has been affirmed by U.S. citizens. Some careful users found that all of the appearance of the United States and the United States in the animated cartoon Mulan image is very similar. In this paper, with the help of previous studies, the definition of aesthetics, and discussions on the development of aesthetic, it analyzes the causes of the aesthetic differences between China and the United States from four aspects. From the point of view of literature, the description of the characters in Chinese and American poetry exerts a subtle influence on people's conception and judgment of beauty. The depiction of the painting styles of different characters in China and the United States directly affects the concept and judgment of beauty. In many Chinese and American literary works, the transmission of the high face value characters also influences people's aesthetic concept and judgment. From the religious point of view, the Chinese and American different religious culture and the theology character image, also affect the Chinese and American different aesthetic standards. Philosophically, China's typical Confucian culture and the typical American humanism, has also affected the aesthetic judgments of China and the United States, the impact of Chinese and Americans on the value of cognition. From the historical point of view, 5000 years of Chinese history and development characteristics from the colonial powers of the United States for the rapid development of the world history, deeply affects the aesthetic difference between Chinese and American people, and different value judgment views on face value. Therefore, we can know that the different values of China and the United States determine the values of different cultures.

With the rapid development of social rhythm, the good things on the surface tend to attract people's attention more easily, which is called the face of the formation of the times. This trend is likely to lead more and more people to ignore the essence of beauty. In terms of culture, beauty is an effective way to deal with the face value. A person's true beauty comes from the internal culture, rather than the superficial one----the appearance, the internal culture needs the root of culture.



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