

Questions/Disagreements towards the article linked below. (Original article text in black, personal opinion in red)

<https://asteriluv.tumblr.com/post/628397190304382976/yooa-wm-entertainment-cultural-appropriation>

Firstly, the face paint used in the Bon Voyage promotions is similar to both traditional Inuit tattoos and Cherokee war paint for new warriors. War paint for all Native American tribes is a part of culture and spirituality which was criminalized in the United States up until 1978, when the AIRFA (American Indian Religious Freedom Act) was passed granting Native Americans freedom of religion.

Picture of a [Cherokee man](#)

More pictures and information about NA war paint:

<https://www.warpaths2peacepipes.com/native-american-culture/war-paint.htm>

Additionally, war paint has been appropriated in redface (when a non-Native person wears traditional Native American paint and clothing in a disrespectful way), as well as in the promotion of racist tropes. This happened even during times when Native Americans could not wear their traditional war paint legally. You can find many prominent examples of redface within old west movies, fashion events, and Halloween costumes. We were unable to find a photo of war paint exactly the same as the style as YooA is wearing because it is a style of face paint most often worn by people participating in redface.

**Questionable point 1: Lack of succinct evidence/support to argument**

The picture below was found on Pinterest (photo credit: [amylynnlarwig.com](https://www.pinterest.com/amylynnlarwig/)). It was tagged as “tribal face paints”, “Halloween ideas”, and “Halloween makeup”. See the problem?

**Questionable point 2: unknown/unofficial source**

Within this context, YooA is using the traditional war paint as an aesthetic. This is wrong and never justifiable. This is not appreciating, promoting, or sharing Native American cultures, this is mocking it. It dehumanizes Native people by reducing them to an aesthetic.

**Disagreement:** This statement is judging a book by its cover. It's unfair to say so without understanding the context of the lyrics and mv. In the beginning of the mv, she was seduced into the wolf's dream/spell. She woke up finding herself in the forest (here the lyrics say fur grows on me), which indicates that she's become a wolf, that's why there are lines on her face to portray a wolf image. She has never said that she is portraying NA nor the lines are war paint. Look at the big picture and not cherry-pick individual parts to judge.



Asteri: *"For people who don't think it's war paint, it is, as a Native person I'm telling you it is. Seeing this caused my stomach to swell from anxiety. A lot of racism towards natives comes from using us as costumes or just general redface... Second Nations (non-Natives living in the Americas) playing cowboy and Indian, calling the "Indian" kids injuns or squah, but that's extreme. Oftentimes, it's over sexualised costumes and misuse of our cultural clothes and the inaccuracy of their portrayal. This is redface to me and is inappropriate. It also reminds me of non-Native kids uvulating at native kids while wearing fake feathers and face paint."*

Disagreement: It's really vague and ambiguous to say her face paint is war paint. Even kids and sports fans do similar face painting

(<https://designyoutrust.com/2014/11/miss-world-sports-2014-competition/>) As I've said, she's trying to portray herself as a wolf. If I paint 3 strokes on my face to portray myself as a tiger, am I cultural appropriating war paint? All roses are similar, but would you say a pink rose is red? To accuse her just because of some similarities in the face paint without looking at the big picture and understanding her message on what she's portraying, is no different from **accusing a stranger stealing your wallet just because he is holding it**, further exacerbating the victim mentality.

Many people have been claiming that the paint that she is wearing is not war paint, but instead paint inspired by characters from Princess Mononoke. While aspects of the album concept may be inspired by the film, the war paint is most definitely not. *Even if the concept was completely based on Princess Mononoke, it would still be cultural appropriation for YooA to wear the face and body paint because many characteristics used in the film's character designs are based on Japanese shamanism.*

I'm sorry but I have yet to find evidence to support the claim above. They do have shaman characters in it but is the whole story completely based on shamanism? What I found is that Princess Mononoke is greatly influenced by [Shinto \(Japanese folklore\)](#), and it also combined influences from other places in the world (e.g. [John Ford western movies, Mudmen from Papua New Guinea and the author's childhood experience](#)). And do keep in mind that Japan and Korea are very [similar](#) in terms of culture, both greatly influenced by China. More importantly, Asians have totally different opinions from Westerners when they see their culture is used as inspiration by foreigners. Here's a [YouTube video](#) that shows how different it is, and how bad it is to speak for Asians and to force Western standards onto Asians. It is very hypocritical. (And Japan is a colonizer to Korea so claiming that it is cultural appropriation for Korean to use Japanese culture doesn't make sense, just like black American can't appropriate white culture.)

*Some people have also pointed out that the face paint in some photos is also extremely similar to Inuit face tattoos. Inuit people have been persecuted for participating in this and other aspects of their own culture. In addition, their culture and traditions are closed to those outside of their tribe.*

Disagreement: Her face paint is nowhere similar to Inuit face tattoos. Inuit women face tattoos that are 'V' shaped. [The letter V on the forehead means entering womanhood.](#)



Some of the jewelry used within the Bon Voyage promotions is also appropriated from Native American cultures. Now, the jewelry itself is not an issue. It is completely okay for Second Nations or Non-Native people to wear if it is ethically sourced. But mixing war paint with turquoise jewelry shuts down the Princess Mononoke argument. Wearing war paint as a Non-Native, which on its own is redface, and pairing it with jewelry that has been considered sacred and is specifically a Native American style severely weakens all arguments that this is not Native American CA(Cultural Appropriation)/Red Face.

Argument: Turquoise jewelry isn't exclusive to NA. The distinctive silver jewellery produced by the Navajo and other Southwestern Native American tribes today [is a rather modern development](#), thought to date from around 1880 as a result of European influences. It is perhaps most closely associated with southwest and Native American jewellery, [but it is also used in many sleek, modern styles](#). (you can find these types of necklaces easily in Lovisa) The Native Americans of the Southwest including the Navajo, Zuni, Pueblo, Hopi and Apache tribes are famous for producing their beautiful silver and



turquoise jewelry. [Almost all of their turquoise jewelry is made with silver](#). **However, the turquoise necklace on YooA is paired with gold, not silver.** In ancient [Egyptian jewelry](#) the use of gold is predominant, and it is generally complemented by turquoise. (and i can't really tell if it's turquoise stone or turquoise-colored metal as it reflects light constantly in the mv)

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For those who are forcing your own stereotypes towards the NA on her:

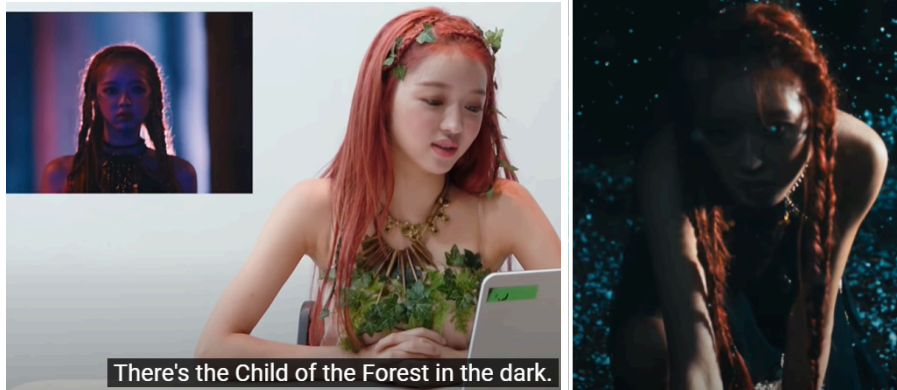


Face Painting isn't exclusive to NA, it also belongs to many cultures around the world e.g. South East Asia, I will only focus on Korea in this. Face painting exists in Korea culture since prehistoric time. This is shown in [Arthdal Chronicles](#), a k-drama that is based on South Korean mythology, [Dangun Wanggeom](#) (단군왕검), who is said

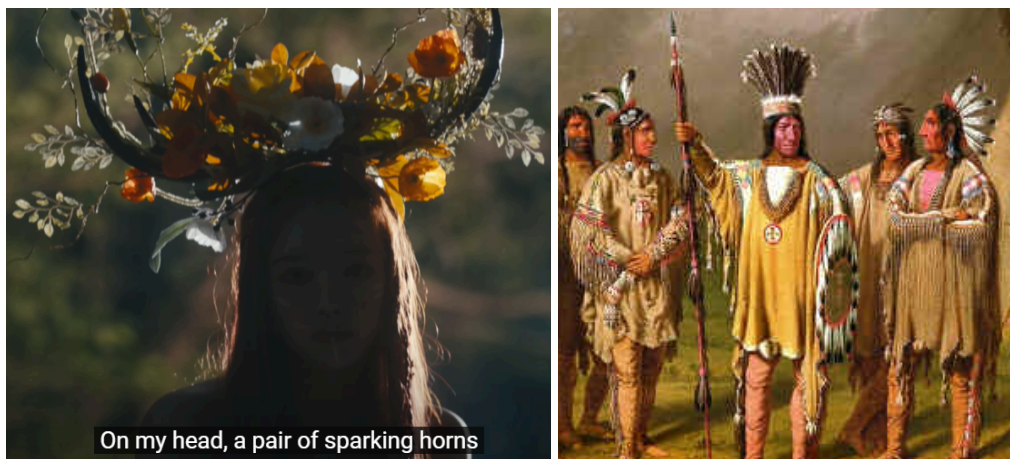
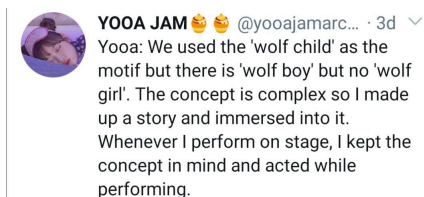
to be the founder of Korea's first Kingdom in 2333 BC.



The literal translation of the Korean title 숲의 아이 is Forest Child. She has never said that she's portraying NA, **she did mention in her [MV reaction video](#) that she is portraying as Forest Child** (wolf is used as symbolism for Forest Child here due to the [spiritual meaning of wolf](#) = appetite for freedom/wildness, which corresponds to the [lyrics](#)' theme around freedom) Hence the face painting's intention is to portray her wolf image.



She clarified in SBS Cultwo radio show she guested on with Apink's Namjoo that the motif of the song is wolf child. Link to live translations thread tweet: <https://twitter.com/yooajamarchive/status/1305070374514696194?s=19> (this is a live translations thread by fan account, there was no recording for that episode of the radio)



Her headpiece that corresponds to the lyrics vs NA feather [headdress](#) & costume





Lace-up sandals she wore

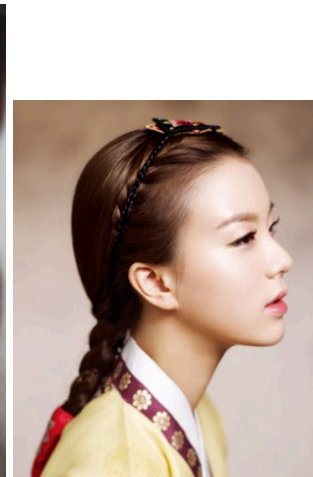
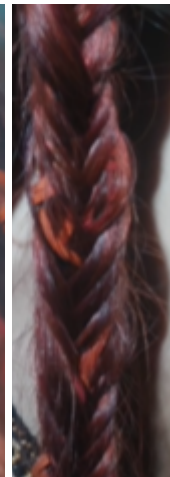
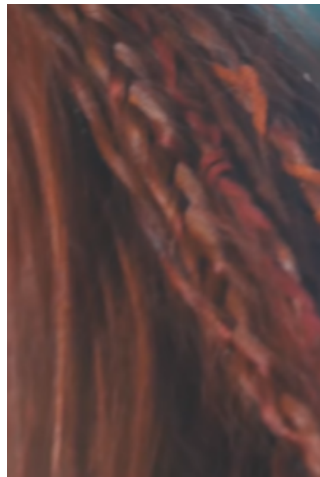
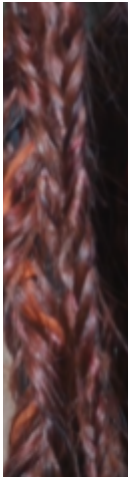
vs

NA shoes, moccasins

Her styling is greatly influenced by historical & nature elements (humans are closer to nature in history):



Shell bracelet which existed since prehistoric time (History of jewellery)



Tiny regular braids and fishtail braids she used

Hair Braiding is the longest/oldest hairstyle in history, also shown in korean culture



Geometrics are tied to spiritual [meanings](#) in the past before mathematics. Circle= protective symbol/sun symbol/element of spirit ; triangle=summoning symbol/ earth and water symbol(alchemy symbol)

Lace-up sandals that existed since the Classical Antiquity period. [Sandals](#) are the oldest known shoes in history.

Just in case people can't differentiate her braids and black braids and start saying she's appropriating black culture, here's what box braids and cornrows look like:



This type of hairstyle is best described as "protective style"and is "boxy", consisting of [square-shaped hair divisions](#).



hair is braided very close to the scalp, using an underhand, upward motion to make a continuous, [raised row](#). (like a corn)

I do acknowledge the problem of CA. However, in this case, it is ambiguous to accuse her styling CA. She's not wearing NA costumes, not wearing moccasins, not wearing NA headdress, not wearing NA jewellery. The only thing in controversy is her face paint which is a weak supporting point. Kids do face painting in stripes too, sports fans also do it. There are around 5000 different groups of indigenous all over the world, and each of them would have different styles of face painting, I wouldn't even know if my face painting style is the same as any culture unless I spend hours to search through the 5000 different cultures. In comparison, I totally understand the CA accusation towards the Ateez cornrow case because of the clear/direct evidence (note: this is just a reference, I do not mean to bring down/tarnish the group's image, they've apologised so the issue is over, please don't attack them)

And to those who are simply jumping on the CA cancel culture bandwagon, **it is extremely hypocritical and disrespectful to the culture itself when you simply use CA to throw hate on people.**

**Watch [this video](#) before you ever scream cultural appropriation on any single thing you see.**

#### MORE ABOUT CA

Asian CA: mocking and disrespecting the culture

West CA: pieces of oppressed culture being taken out of context by people who have historically oppressed those they are taking from (dominant taking culture from minority)

Mutated CA: literally everything is ca

Understanding asian ca from west perspective:

Most asians see imitation as the highest/sincerest form of flattery and are more than delighted to see their culture being used as inspiration. Asians see it in positive light as the chance for mixing and spreading of cultures so it would be passed on for years. Asians will only be angry when you mock/disrespect their culture.

Understanding west ca from asian perspective:



Blacks are often discriminated against for their culture by the whites but when the whites wear cornrows etc it is seen as fashionable/pretty hence the blacks are angry of the hypocrisy and injustice. Imagine being called as the sick man of asia by the whites, but when the whites use asian culture they are praised for it, that's how the blacks feel.

Where is the balance between Asian & west CA?

Understand and respect each party's perspective. Fighting over the internet and abusing people of different opinions than yours is not the practical way. Instead, do something practical eg voice out via indigenous cultural organisations, urge gov to implement laws to protect indigenous culture, prevent exploitation, help indigenous socioeconomic and education issues etc **in real life, not in the virtual world.**

CA issue in kpop music (music wise):

read this and judge your own stance! **Don't be swayed by others.**

<https://blog.sonicbids.com/appropriation-vs-appreciation-in-music-where-should-we-draw-the-line>

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Follow-up on the second article posted by the same author:

<https://docs.google.com/document/d/1aNB0JWYArMSVule71RudYWYAat1bFpSEGkf92RsdBJQ/edit?usp=sharing>