

## **Candidate 1 evidence**

'How media affects body image.'

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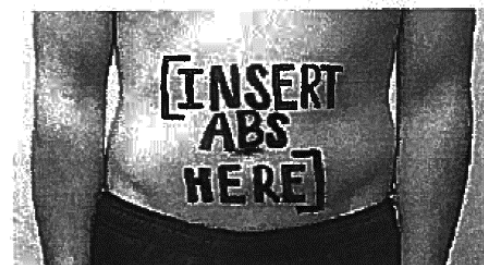
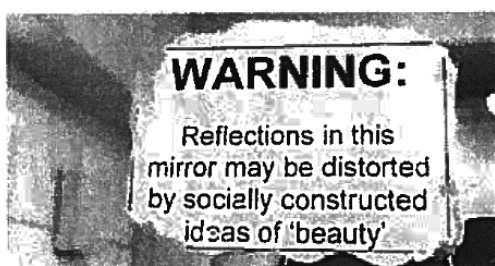
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## Introduction

In today's society we have to put up with the issue of how media affects body image. Magazines and television are frequently blamed for portraying a flawless body image that causes people to question their looks and lose confidence in themselves. This is important as it can potentially develop depression, anxiety and eating disorders among an individual. Feminists are interested in this issue because it is proven that all women, no matter what their skin colour is; can face problems with their bodies and aren't happy with them. This can then increase the chance of eating disorders and depression. Feminists are also interested in this issue as men see women as being "perfect." They judge women if they are anything else. This makes feminists angry and want to show that women are just as equal as men. They are also interested in how the technology of the world is changing. This puts massive amounts of pressure on people within social media and society. Which increases the chances of anxiety and depression as it makes them feel as if they need to cover up their body behind advanced technology.

## Common-sense VS Sociological Expectations

A common-sense view on how the media affects body image is that people would just like to be skinny as its considered "healthy." Another common-sense view is that people have always been concerned about their body image even before media. This is apparent as people used to wear corsets in the Victorian times to create the image of having a small waist and a wider bottom half. Another example of how obsession of body image was clear initially was with Queen Cleopatra and her eyeliner.

My first example of the common-sense view is from

<https://www.healthywealthyinfo.com/get-healthy-slim-body/>

The heading of this article is 'How to get healthy and slim body'

The title therefore sums up the point that being skinny, is considered as being healthy in a common-sense world. When in fact this isn't always true. You wouldn't want to be too skinny because it can be unbeneficial in many ways.

My second example of the common-sense view is from a website which discusses when corsets became fashionable.

<http://www.vollers-corsets.com/news/CORSETS-THEN-AND-VERY-NOW/>

This shows that corsets were very much a thing in the Victorian times and were very popular to wear with the large dresses. This shows that people wanted to appear skinny before media was introduced.

My third example of the common-sense view is from a website explaining that caring about your appearance isn't just something that you do in the modern world, it was definitely seen at least 6000 years ago.

<http://stillunfold.com/history/history-of-makeup-how-it-has-evolved-over-the-centuries>

This website discusses how Cleopatra used ash and ground beetles to create a shadow effect around the eye and a red tone on the lips. This shows that people used other materials to be seen as "more beautiful" rather than natural looking.

## Source 1

An example of a feminists view on media and body image is from Marianne Schnall.

<https://www.feminist.com/resources/ourbodies/body.html>

My first finding from this source is that larger women are just as pretty as any other kind. They think that there shouldn't be any discrimination against women for their body shape.

My second finding from this source is that people's opinion differs from the colour of your skin. People think that black people prize curvy hips and larger bodies. This is untrue. The typical person thinks that its only white people that will suffer from eating disorders. Feminists look at females as a whole, not just white woman. They don't discriminate against skin colours.

My final key point from this source, is that the reason fat women become anorexic or bulimic, is that people are applying pressure on fat ladies to be skinny and to have the perfect body shape. They become stressed and isolated. This drives them to eat less and gain depression.

Therefore, this source shows that feminism and body image look at all women, both black and white. They can see that not only one skin type can feel badly of their body.

## Source 2

My second source is 15 feminist's artists respond to the woman involved in the media.

[http://www.huffingtonpost.co.uk/entry/artists-respond-female-body-censorship-online\\_n\\_7042926](http://www.huffingtonpost.co.uk/entry/artists-respond-female-body-censorship-online_n_7042926)

My first finding from this source is that feminists get extremely angry over the fact that men think of women as being nothing other than perfect, odourless, skinny people. When in fact they mean more. Their body brings character. The fact women go through child birth and monthly pain; shows strength.

My second point from this source is that feminists think that the media creates a completely unrealistic ideal by using media such as photoshop, and advanced editing of pictures that contain the realistic version of women and turn them into something so fake but looks so real. This creates the uneasy thoughts that women think about when they don't look like the pictures on magazine covers and tv adverts.

My last finding from this source is that people think that the world is becoming so advanced in technology and the use of it is growing in rather large amounts. This particular source states that "nobody is born naked anymore." I think that this means that as soon as something so organic comes into the world, they hide behind their fake body that was created through pressure in society to be perfect and to look and dress in a way that is "accepted" in today's society.

This therefore shows that women do not like how men judge them if they aren't what they consider as "perfect." It also shows that technology is being advanced, and more people are covering up themselves behind the safety of technology and appear natural when they are fake.

### Sociological theories

The two perspectives I shall be discussing are from the theories of Feminism and Marxism.

Feminists think that men control the media and create the illusion that all women must look perfect and will judge if they are anything else. They think women should be nice smelling, they don't understand the fact that women go through menstruation and can actually be messy sometimes. They don't respect women enough or realise how much they do for the man kind. They carry children and feed them. This makes feminists angry. They also think that women are only hiding behind body edits because of how self-conscious they are over their natural body.

Marxists believe that the "perfect" bodies are only shown through the media so that women that aren't so happy with their body can look at the products being advertised, and they then think that the product can help make their body the way they want it to look. Marxists therefore think the media is just a way to produce money by selling products that may seem to work for weight loss, but they don't, and we just end up spending so much money to try and be happy. Beauty companies are selling their products with the flawless image attached to pull in customers.

### Conclusion

Overall, the evidence presented here suggests that sociological theory is more relevant in explaining the issue of how the media affects the body image of individuals. This is because it's a more in-depth way into looking at how the media actually makes people feel. It's also more reliable as they have looked at the issue over a larger period of time and are very familiar with the subject.

In my opinion, the media comes across as being misleading and persuading. I understand how larger sized people would find the media pressurising and some-what hurtful. I can see how people could develop eating disorders and depression.

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