INTRODUCTION

• Learning Outcome 1: Critical understanding of gender theories with regard to a variety of popular cultural forms
• Learning Outcome 2: Assess critically the ways in which gender are constituted and/or challenged in and through particular forms of culture
• Learning Outcome 3: Apply appropriate philosophical theory to popular cultural texts.
• Essay topics: Analyse one form of popular culture (social media) in relation to gender theory (social media in relation to idealised femininity/masculinity etc.).
• Or: Analyse one form of popular culture in relation to philosophical theory (Hume, shame – cosmetic surgery, eating disorders, body image etc.).
• Or: Explore the role of social media in relation to body image and/or eating disorders.
WHAT IS BEAUTY

• Beauty – Aristotle (384-322 BCE) and Plato (424-347 approx. BCE)

• Goodness = beauty (see http://www.bbc.co.uk/news/magazine-30746985)

• Pythagoras (570–495 BC) – beauty and mathematics

• Burke (1729-1797) taste triggers the pleasure of beauty

• Beauty – inner beauty (characteristics) and outer beauty (physical attributes)
BEAUTY AND BODY

• Media and body dissatisfaction
• Body shaping behaviours
• Messages about the idea body size, shape, self-control, desires, food, weight, image
• Unattainable ideals for males and females
• Body dissatisfaction
• Internalisation of body ideals – comparing oneself to others

Figure 1. Thin-ideal internalization as a mediator of the relationship between peer influence and body dissatisfaction.
SOCIAL MEDIA

• Greater opportunities for social comparison
• Upward comparison – with others deemed better off
• Downward comparison – with others deemed to be worse off
• Greater comparisons > body dissatisfaction

Types of Social Comparison

• Upward Social Comparison
  o You > Me
  o “You are better…”
• Downward Social Comparison
  o Me > You
  o “I feel sorry for you…”
FITNESS AND HEALTH

• Healthy lifestyles
• Images and advice regarding fitness, food, cosmetic surgery
• Reinforce negative body dissatisfaction
• ‘I cheated. But from afar no one can tell. 6% bf actually... and dehydration isn’t a joke... but dehydrated physique looks the best, after you get over the headaches’ (Male fitspiration Instagrammer, 2017).
IDEALISED BODY IMAGES: FEMALES

- Slenderness, leanness
- Central to identity
- Fear of fat prevalent on social media
- Fitspiration images and videos pervade social media
- Thin, toned bodies
- Negative effects > for women who have internalised thin body ideal
IDEALISED BODY IMAGES: MALES

• More males with eating disorders
• Ripped muscular physique combined with leanness
• Well developed chest, arm muscles, wide shoulders, narrow waist
• Muscle dysmorphia
UK STATISTICS 2016

725,000 people in the UK are affected by an eating disorder

Men are less likely to seek treatment for eating disorders because of the perception that they are "woman's diseases".

An estimated 10-15% of people with anorexia or bulimia are male with 1 in every 2,000 men experiencing anorexia nervosa at some point.

There are cases of children as young as 6 suffering from an eating disorder

Ages 12-26 makes up 95% of those who have an eating disorder

1 out of every 250 young women aged 10-20 are starving themselves

Anorexia is the third most common long-term illness among teenagers

4 out of 5 children are afraid of being fat

Up to 20% of people with serious eating disorders die

EATING DISORDERS

• Limiting intake of food, binge eating, purging, intense workouts

• Anorexia: ‘a disorder with a psychological background characterised by drastic weight loss caused by limitation of food intake, intense physical workouts or administering purgation drugs’ (Kazmierczak et al. 2013).

• Orthorexia Nervosa: exaggerated, obsessive, pathological fixation on healthy food and health-conscious eating behaviours

• Internet – pro-anorexia, pro-bulimia, clean eating, dieting, fitspiration websites/images

• Support groups for growing self-esteem not based on appearance.
HUME

• Hume – (1711-1776) philosopher
• Shame comes when one is excluded or ridiculed by others
• Shame – inadequate self esteem
• Inspires someone to get rid of physical features that displease us
• Avoidance of humiliation
• Linked to emotion – body dissatisfaction
• Cosmetic surgery, fitness, eating disorders – Hume’s notion of shame
COSMETIC SURGERY

Highest Growth Surgeries - 08' to 10'
UK

- Breast Augmentation: 51%
- Breast Reduction: 37%
- Blepharoplasty (eyelid surgery): 9%
- Rhinoplasty: 13%
- Brow Lifts: 12%
SUMMARY

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REFERENCES


