

# 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.
- [Pressures on women](#) (3.59 mins)
- [Pressures on men](#) (4.08 mins)

# 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)

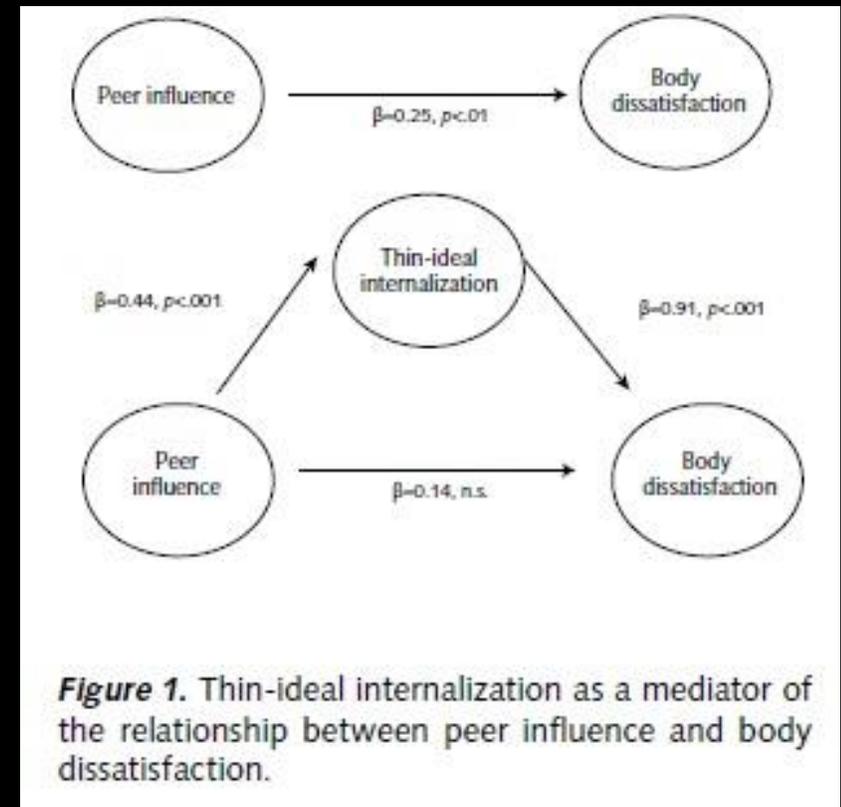
## The Golden Mean

- The **golden ratio** is 1.618034. It is often represented by a Greek letter **Phi**  $\Phi$ .  
Phi pronunciation: Linguistic purist might opt for the original Greek fee, most mathematicians know phi as fi.
- The **Fibonacci numbers** are **0, 1, 1, 2, 3, 5, 8, 13, ...** (add the last two to get the next and so on)
- The golden ratio and Fibonacci numbers also exist in nature... more on that in a bit.



# 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



# 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
- [TED Talk on the beauty industry](#) (18.24 mins)

## Types of Social Comparison

- Upward Social Comparison
  - **You > Me**
  - “You are better...”
- Downward Social Comparison
  - **Me > You**
  - “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).



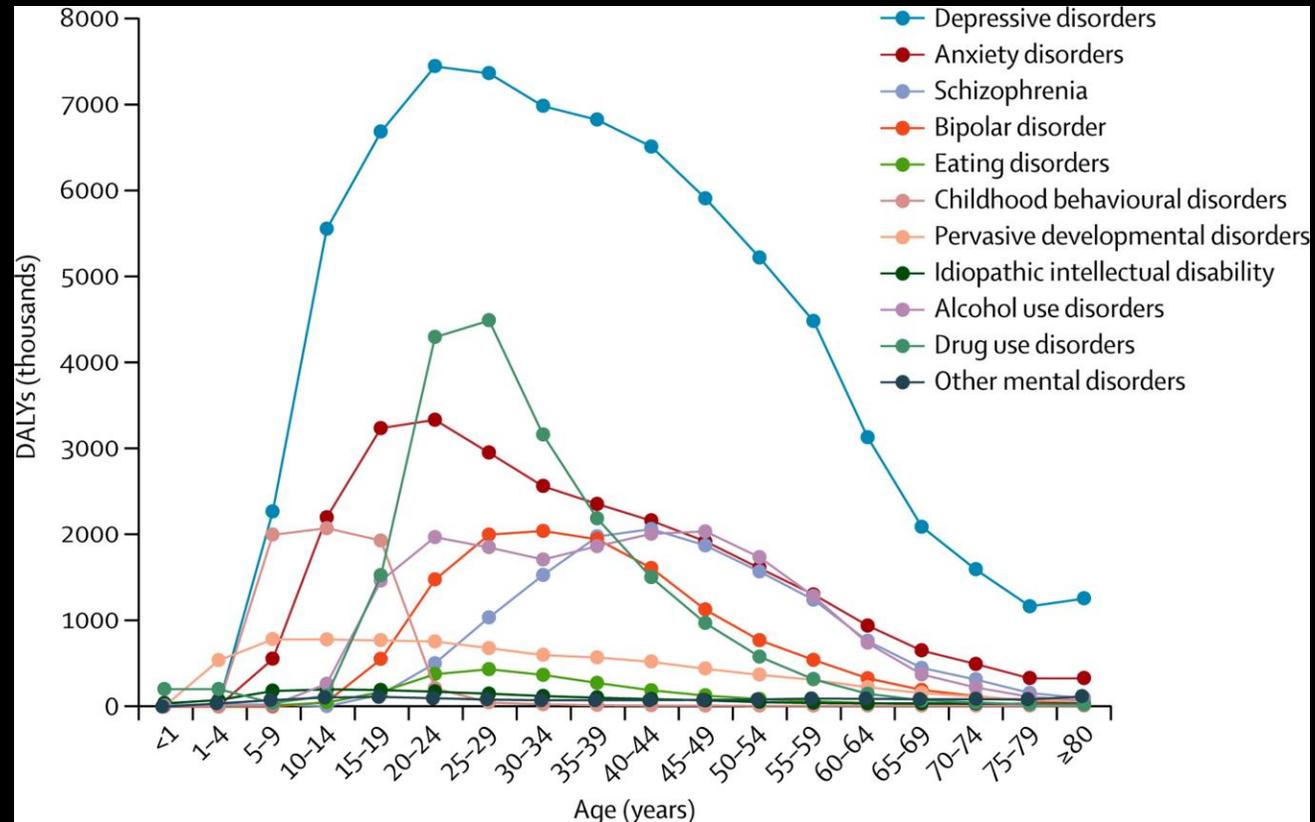
# IDEALISED BODY IMAGES: FEMALES

- 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

# EATING DISORDERS 2010



Source: Whiteford et al. (2010) Global burden of disease attributable to mental and substance use disorders: findings from the Global Burden of Disease Study 2010, *The Lancet*, Available at: <http://www.thelancet.com/journals/lancet/article/PIIS0140-6736%2813%2961611-6/fulltext> [Accessed 22<sup>nd</sup> October 2017.]

# UK STATISTICS 2016



Source: <https://www.imperosoftware.com/uk/blog/national-eating-disorder-awareness-week-nedaw-what-you-need-to-know/>

# 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

David Hume 1711-1776

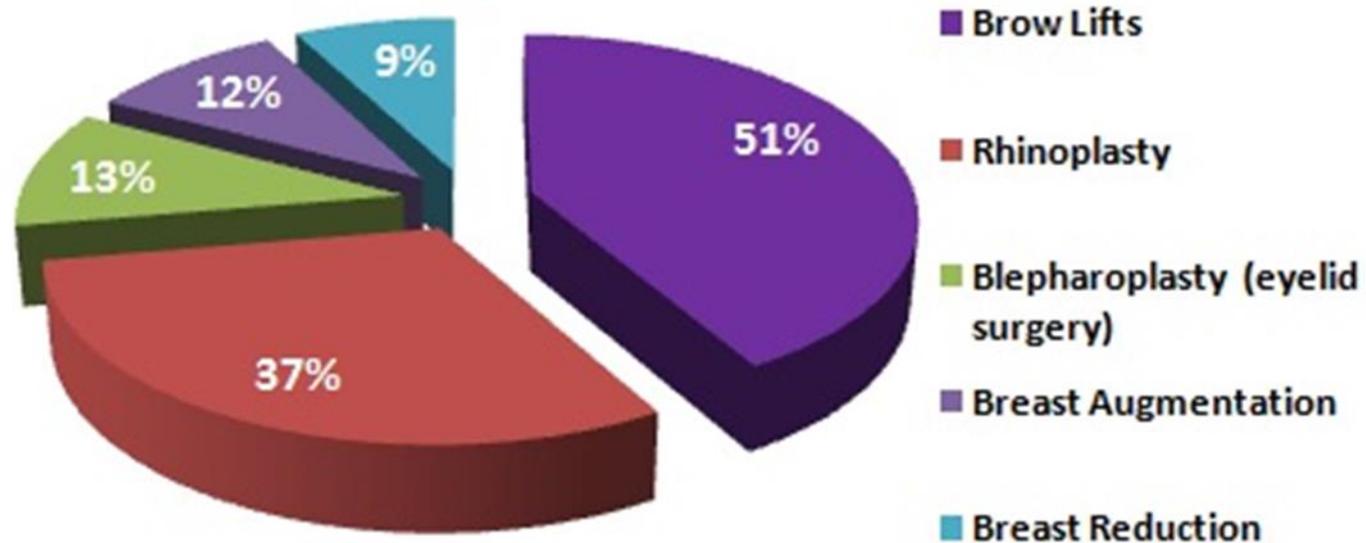
- ❑ Prolific and successful writer on philosophy, history and economics; published his *Treatise* at the age of 26.
- ❑ Never held a university position (he was suspected of atheism).
- ❑ The French called him 'le bon David'.



- 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
- [plastic surgery](#) (4.20 mins)
- [Katy Price](#) (6.28 mins)

# COSMETIC SURGERY

## Highest Growth Surgeries - 08' to 10' UK



# SUMMARY

- 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.
- [https://youtu.be/kjKx\\_p5KwEk](https://youtu.be/kjKx_p5KwEk) (the beauty myth 6.21 mins)

# REFERENCES

- Mitra, B. (2017) *Body Image and Social Media: Youth Select Committee 2017: Inquiry into Body Image*. Available at: <http://www.byc.org.uk/wp-content/uploads/2017/06/BYC012-Dr-Barbara-Mitra.pdf> [Accessed 23rd October 2017].
- Blum, V.L. (2003) *Flesh Wounds: The culture of cosmetic surgery*. Berkeley, University of California Press.
- Brown, W. (2001) *Politics out of History*. Princeton, Princeton University Press.
- Galan, N. (2004) *The Swan Curriculum. Create a Spectacular New You with 12 Life-Changing Steps in 12 Amazing Weeks*. New York, Penguin Books.
- Gever, M. (2010) The trouble with moralism. Nip/Tuck. *Media, Culture and Society*. Vol. 32(1). Pp.105-122
- Korsgaard, C.M. (2009) Natural motives and the motive of duty. Hume and Kant on our duties to others. *Contemporary Readings in Law and Social Justice*. Vol. 1(2) pp.8-35.
- Korsmeyer, C. (2004) *Gender and Aesthetics. An Introduction*. London, Routledge.
- Zuckert, R. (2005) Boring Beauty and Universal Morality: Kant on the Ideal of Beauty. *Inquiry*, Vol. 48(2), pp.107-130.