

71 - PHYSICAL ACTIVITY AS OVERCONSUMPTION

CARLOS EDUARDO PACHECO
 Universidad Pedagógica Nacional
 Bogotá, Colombia
 c_pachequin@yahoo.es

It should be mentioned that physical activity is addressed here in the beginning as any voluntary movement that generates energy expenditure greater than the rest and pursuing healthy for therapeutic, psychological and social. Although physical activity is a broad spectrum of theoretical and practical level, the text deals primarily in what is now called Aerobic Gymnastics Musicalized with all variables and approaches related to fitness to be infused and widespread practice around the world showing relations with mass consumption. Is called in practice, Musicalized Aerobic Gymnastics (GAM), all forms of exercise-mediated targeted music, its closest ancestor, aerobics, are the most immediate reference. Although the aerobic in nature and GAM deserve to be in the same way, interventions from professional multidisciplinary perspective have glimpsed specific forms of dimension and developments.

To put it another way, value and acceptance is a domain where all forms and scientific discipline policy wishes to speak. The modes of presentation (spinning, step, slide, cardio boxing, body combat, psychophysics, aerobics, gym work, Danzig, jazz, muscle stimulation) have made it more technical, more operational and more orchestrated, therefore, little thought. Sites and areas such as gyms, recreovías, clubs and compensation funds, residential and others, took these statements as referring practices health, wellness and healthy lifestyles because of the quality of life. Today, we have a family member, friend, neighbor or acquaintance who is motivated by this practice, safe practice of these activities has become a fashion, a belief, a tribute to the body and above all a form of hyper.

Who is not within these practices could be decontextualized. Oriented discourses circulating life manage to penetrate the body involved in a logic of life. Abound almost anorexic slim body in the name of health, while GAM proliferate corroborate the trends to be fashionable. Medically defined health and medically administered seems to have become in recent decades, one of the most precious and likewise, the permanent task of achieving the paradigm of the healthy body. (Illich, 1993).

From here it gives legitimacy purposeful social and health status, to what in reality is an imposition of certain practices in relation to the body. Such imposition are mechanisms of social distinction or devices as according to the rules of class, was to establish what are the conditions of good behavior, in this case a healthy condition, set the border between compliant and noncompliant between healthy and unhealthy. (Pedraz). However, this distinction is no longer exclusive to people with higher purchasing power as the speeches of being healthy, the quality of life and exercising have broken the class borders to settle in the administration of life.

The cult of mass welfare promotes a model of individualistic cut consumption and hedonism is enshrined as a legitimate target. Directed trends such as Pilates, Body system, Danzig, Stretching, Rumba, Cardio Box, Spinning, Tai-chi and others involved today by sensory marketing and ways to involve massive instructors (and users) to become players e hiperconsumidores of that market. However, what is striking trend in the loop-instructor promoter, and which instructor will not be updated with regard to the same courses and trends, can not work, ie who has not paid for and attended one of the courses merchants promoting physical activity intentions of truth, it will save you hours of work or becomes outdated instructor or trainer. Here again the statement appears to be strongly continuous training with regard to institutionalized practices. To say that some of these practices is based from biological-physiological-technical to give a false belief superficial concern for people, not enough and not enough. Should not rule out the intentions of monopolization of the institutions under large deployments and promotion of GAM trends, coverage criteria structure, quality and economic power.

THE PHYSICAL ACTIVITY HIPERCONSUMIDOR

The relationship has been established between physical activity and health is one of the exponents of colonization normalizing to which companies (hyper) consumption, subject to individuals through the myriad political and ideological apparatus of control that they are endowed . (Pedraza, 2006). By companies of overconsumption is recognized social phenomenon of tuning liberal man, the man of consumption, homo consumericus, with demand from the consumer market by luring with sophisticated forms that burst their senses, their unpredictable tastes, comfort and welfare.

This new subject goes from being a consumer to a hiperconsumidor, characterized by being on the lookout for emotional experiences and greater well-being, quality of life, brand, authenticity, immediacy and communication. (Lipovetsky, 2007: 10). The contemporary hiperconsumidor and of course physical activity, is influenced by the youth and eroticism, for freedom, for the provocation and entertainment. So you want to build their own individual lifestyle and the use of time, increasing the ability to relate, lengthen life span, to correct the imperfections of the body exercising a power and enjoyment of himself. Search least the approval of others and greater individual sovereignty Along with physical activity and overconsumption categories, which ultimately arises is indispensable in discourses related to the administration of life: Quality of life. From here, it is necessary to identify what were the relationships and conditions that have allowed the social construction of behavioral models from the discursive formation of the quality of life related to physical activity and overconsumption.

The quality of life that promotes physical activity hyper. Consumerist civilization is distinguished by the centrality of the wishes of well being and the search for a better life for yourself and yours. (Lipovetsky, 2006: 11). The meaning and application of quality of life is then expressed in domains or fields where his speech was valuable. Therefore, space is mentioned in medical, educational, rehabilitative, recreational, sporting, economic and even prisons. Today, there are several contexts in which a new way of thinking (consumption) involves aspects of satisfaction, environment, health, service, why not happiness and awareness. It has created a market where physical activity is no longer hiperconsumidor only desirous of material comfort but psychological comfort as seeking spiritual and subjective fullness. It attests to the flourishing of Eastern techniques (tai-chi, meditation, yoga) and personal development, self esteem, the pursuit of happiness and other ways that enhance the internal and spiritual.

Then, the quality of life passed from the physical activity must meet a number of conditions pertaining to relating behavioral, lifestyle, healthy lifestyles, eating styles and level of fitness. This means that in the ideal of human development these statements are taken as intended and are idealized, valued, kept and persecuted. This quality of life passed from the practice of

physical activity I describe a technology framed in terms of self-care. The care itself has become a permanent medical care, each subject should become a doctor himself, since it must pay attention to throughout his life. (Foucault, 1990). So the quality of life that is generated from the practice of physical activity is a major control mechanism being a discursive formation is distributed in different domains to be wide, magna making corrections in your procedure, accurate and clean. Lifestyles, whatever it is adopted, together with healthy lifestyle habits, act as filtering devices interstitially.

The quality of life compared to a large octopus spreading its tentacles to grab the mass population and sales would be to ensure the special. From there you can say that the quality of life is a political technology of life because it invades, it controls the thought from all its dimensions. Seems bureaucratic process to access a quality of life as to have it (because it seems that outside of us) must meet certain conditions, constraints, archetypes and prerequisites.

The quality of life depend on the possibilities that people have to adequately satisfy their needs and pleasures.

SELF-CARE AS A DUTY.

It is referred to the life and living from technology care if, as a representation of an array of practical reason consumerism that has run on the bodies in the mass population in certain techniques of self-government. Democratic modernity has been in charge of promoting duties to oneself. Individual duties are absolute obligations both to the body as to the soul, without them there would be no other duty because "I can only feel obligated to others to the extent that while I force myself to myself." Modern ethics has risen to the person to the category of central value and converges principles of conservation and development of one, hygiene (such as country project above), savings and the cultivation of the faculties. Consumption (and growing) for it has replaced the consumption for the other (goods) following the unstoppable movement of individualization of expectations, tastes and behaviors.

The recourse to social distinction, or the class struggle. Before the bid was to be a member of a group, a club and create social distance. It is no longer the opposition and competition between the mass and the dominant minority dominated the primordial, which supports the dynamics of consumerism is the pursuit of private happiness, the optimization of the body, unlimited health and the conquest of space-time custom. The proliferation of spa facilities, fitness center, yoga, beauty and ratifying yagé consumption.

No longer is the value of the goods but the value of experience, tested in new situations. This is not about making a show of a material or a sign of wealth or success but to create a pleasant living environment and aesthetic that will dignify our being. The culture of moral obligation has led to the integral management of oneself in order to greater personal wellness. From there, self-regulation, self-care, self-reflection and self-motivation. Welfare, desire and pleasure are central categories that dominate decision making in society. Virtue is no longer legitimizes the sport or physical activities, emotion does the body, pleasure, physical and psychological form. (Lipovetsky, 1994: p. 112).

It was discipline and rigorous physical practices led to physical activity, health, physical activity, leisure physical activity, challenge, physical activity, emotion, physical activity, experiential, focusing on all the ecstasy of the body, hence, the rise of extreme sports, survival, rafting, climbing, paragliding, free fall denote a democratization of challenge and achievement psychologized.

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PHYSICAL ACTIVITY AS OVERCONSUMPTION**ABSTRACT**

The purpose of the text is to demonstrate the place of physical activity with their contemporary discursive practices and behavior to enable the controlled formation of the social body from consumption. For this, and as Foucault says, be taken as facts of this discourse, Musicalized Aerobic Gymnastics (GAM) and the fitness and practical with quality of life and speech.

KEYWORDS: Physical activity, overconsumption and quality of life.

L'ACTIVITE PHYSIQUE COMME LA SURCONSOMMATION**RÉSUMÉ**

Le but du texte est de montrer la place de l'activité physique avec leurs contemporains des pratiques discursives et les comportements afin de permettre la formation contrôlée du corps social de la consommation. Pour cela, et comme le dit Michel Foucault, être prises comme des faits de ce discours, musicalisé gymnastique aérobic (GAM) et le conditionnement physique et pratique avec la qualité de vie et de la parole.

MOTS-CLÉS: L'activité physique, la surconsommation et la qualité de vie.

LA ACTIVIDAD FÍSICA COMO HIPERCONSUMO**RESUMEN**

El propósito del texto es visibilizar el lugar que ocupa la actividad física bajo sus prácticas discursivas y comportamentales contemporáneas para posibilitar la formación regulada del cuerpo social desde el consumo. Para ello y como lo señala Foucault, se tomarán como acontecimientos de éste discurso, la Gimnasia Aeróbica Musicalizada (GAM) y el fitness como práctica junto a la calidad de vida como discurso.

PALABRAS CLAVE: Actividad física, hiperconsumo y calidad de vida.

ATIVIDADE FÍSICA COMO O CONSUMO EXCESSIVO**RESUMO**

O objetivo do texto é demonstrar o local de atividade física com seus contemporâneos das práticas discursivas e de comportamento para permitir a formação controlada do corpo social do consumo. Por isso, e como diz Foucault, ser tomadas como fatos desse discurso, Musicalized Ginástica Aeróbica (GAM) e de fitness e prático, com qualidade de vida e de discurso.

PALAVRAS-CHAVE: Atividade física, consumo excessivo, e qualidade de vida.