

105 - INFLUENCE OF THE MEDIA AND DISTORTION OF THE CORPORAL IMAGE IN THE NERVOUS ANOREXIA AND NERVOUS BULIMIA

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INTRODUCTION

The human being's image went being transformed along the years by the communication means. The media published and it imposed a pattern of corporal image. A esthetic models are following, even if these didn't act what should be a healthy body. That pattern exhibited and demanded by the broadcastings, it has been influencing, mainly, young girls that want to reach the thin body. (VIANNA, 2008; SANTOS, 2008).

That pressure for the aesthetic ideal provokes the alimentary upset (TA), mainly the nervous anorexia (AN) and the nervous bulimia (BN), diseases that, according to Santos (2008), they link for they present some common symptoms as altered representation of the corporal image, excessive concern with the weight and fear of putting on weight.

This article is based on bibliographical revision, with research accomplished in the sites Scholar Google (<http://scholar.google.com.br>) and SciELO - Scientific Eletronic Library Online (<http://www.scielo.br>), using the following key words: anorexia, bulimia, alimentary upset and media. He/she has the purpose of to characterize the alimentary upset and to analyze the exhibition of the feminine image in the communication means and, to verify that these don't just expose, but they impose a beauty pattern causing serious problems of health.

ALIMENTARY UPSET

TA has etiology multifactorial, they are characterized by the intense concern with food, weight and body, and certain for several factors that interact amongst themselves in a complex way to produce, and to perpetuate the disease (MORGAN; VECCHIATTI; NEGRAO, 2002; SOUTO; FERRO-BUCHER, 2006).

TA usually presents their first manifestations in the childhood and in the adolescence. According to Appolinário and Claudino (2000) the alterations of the alimentary behavior can be divided in two groups. In the first of them, we will find the upset that happen in the childhood. These represent alterations of the child's relationship with the food, however they are not associated her/it a concern with weight and/or it forms corporal.

The second I group of upset has the latest emergence and it is constituted by the alimentary upset properly said (APPOLINÁRIO; CLAUDINO, 2000). AN was the first upset to still be described in the century XIX, and in that way the first to be correctly already classified in the decade of 1970. BN was just described in 1970. She still can to say that a third category of upset exists: syndromes atypical or partial of AN and BN and the upset of the periodic alimentary compulsion (TCAP) (CORDÁS, 2004).

NERVOUS ANOREXIA

Etymologically, the term anorexia flows of the Greek "an", deficiency or absence of, and "orexis", appetite (CORDÁS; CLAUDINO, 2002). According to Cordás (2004) the term "anorexia" is not the most appropriate of the point of view psychopathological, since the patients don't present appetite loss, but a refusal in feeding.

AN happens predominantly in young women with two main picks of incidence: to the 14 and the 17 years. The "culture to the body" and the pressure for the thinness that the women suffer, mainly the adolescents, seem to unchain the anorectic's behaviors. Gymnasts and ballerinas, that need lightness to have better acting in their professions, or models and slender actresses, that you/they "market" his/her image, they have an increased risk of developing AN (APPOLINÁRIO; CLAUDINO, 2000).

In his/her typical form AN begins with a progressive dietary restriction of products considered "fattening". In the course of time the patients start to present dissatisfaction with their bodies, they feel obese in spite of they be extremely thin. The fear of putting on weight is an essential characteristic in I diagnose him/it of AN. Gradually, the patients lose the interest for the social conviviality for they live exclusively in function of the weight, of the diet, in the corporal way. The practice of physical exercises in an exhausting way is also frequent, with the objective of burning calories (APPOLINÁRIO; CLAUDINO, 2000).

Anemia, endocrine alterations and osteoporosis are some complications that can appear for the malnutrition and use of purgative behavior (APPOLINÁRIO; CLAUDINO, 2000).

Among the alimentary upset with precocious beginning AN is the most common. With close beginning to the seven years of age and in larger number in girls, the prevalence among the boys is larger in that age group. The alimentary control accomplished by these patients links the concern with the aesthetics between the girls and concern with health and physical conditioning among the boys. The weight loss is not essential for the diagnosis of the disease, however when it happens she is fast and dramatic, because the children don't have great amount of corporal fat (APPOLINÁRIO, CLAUDINO, 2000).

NERVOUS BULIMIA

The term nervous bulimia was given by Gerald Russell in 1979 drift of the Greek "boul", ox or "bou", great amount and we "read", hunger, demonstrating like this a big appetite that, a person that suffers of bulimia would be capable to eat an ox (CORDÁS, 2004).

Since 1980, BN is considered a specific alimentary upset, and every year a larger interest is observed on the part of the specialists in unmasking the different aspects of that upset (ROMARO; ITOKAZU, 2002).

BN is extremely rare before the 12 years and it happens mainly in young and adolescent women. I possessed as characteristic main appealing episodes of alimentary compulsion (among 2.000 and 5.000 Kcal besides the daily needs, that it lasts around two hours), that he/she usually appears during a diet to lose weight, and guilty conscience for not getting to control during the same ones. At first, the episode of alimentary compulsion can be related to the hunger sensation, however with elapsing of the time it happens whenever a situation generates negative feelings as sadness, solitude or boredom. Usually, these episodes happen secretly, because they come accompanied of a lot of shame and fault and for the self-punishment desire. (APPOLINÁRIO; CLAUDINO, 2000; ROMARO; ITOKAZU, 2002).

The punishment for the solemnity-induced vomit happens in 90% of the cases as form of immediate relief of the discomfort caused by the hyper-feeding. His/her frequency is variable, happening from one to ten daily episodes in the most serious cases. At first there is the need of maneuvers as the introduction of the finger or of some object in the throat to induce the vomit, however with the evolution of the picture the patient learns how to vomit without the need of incentives. Patient in more advanced apprenticeships they get to present ulcerations in the hands for the use of the same ones to provoke the vomit. They also use of other artifices for the control of the weight after as, for instance, the inadequate use of laxatives and diuretic. In the same way that in AN, lingering fasts and intense physical exercises are used as form of controlling the weight, however they don't carry as many clinical complications as the purgative forms (APPOLINÁRIO, CLAUDINO, 2000).

MEDIA AND DISTURBANCES OF THE CORPORAL IMAGE

The word media originates from Latin measured, spiritual medium's plural, that "half" means and he/she is, usually, associated to the "communication" (BETTI; PIRES, 2005).

According to Baitello (2003, apud BETTI; PIRES, 2005), the body is the place where the communication begins, it is the primary media with all their expressive gestures, the rhythms and rituals, the sounds and odors, it is the own spoken language. The communication means, where originator and receiver need apparatuses (electric) they are included in what is considered as tertiary media, they are the form easiest to reach the popular mass. The television, the radio, the magazines and newspapers are the forms of that mass to incorporate lifestyles. Using of psychic mechanisms of recognition and identity, the media sells the "pseudo" satisfaction of desires and subjective wills that you/they are fruits of the action of the Cultural Industry (SCOSS, 2003; BETTI; PIRES, 2005).

A good example is the anorexic and bulimic girls that you/they copy the style of the celebrities' thinness. A lifestyle sold by the broadcastings as models of success life (SANTOS, 2008). Araújo (2008) it increases that the product more offered by the publicity is the feminine body, but no any body. It is a body totally molded for the aesthetics and for the fashion, approaching that that the ideal is considered.

Cultural partner factors, that you/they impose a beauty ideal, together with the cult to low-calorie diets and the squalid body, they have great importance in the pathogenesis of TA. The cult the thinness is associated strongly to the image of power, beauty and social mobility, what generates a contradictory picture, once it is through the media that the industry of foods sells "fat", while the society, and the own media, collects thinness. And this perfect body imposed by the society and transmitted by the media, it takes a lot of women to a chronic dissatisfaction with their bodies, generating a conflict that is inalienable: the human limits. (ANDRADE; BOSI, 2003).

The imposition for an aesthetic pattern totally incompatible with the body of most of the women of the world he/she has the effect of destroying the image and the feminine self-esteem, when these they come across a beauty pattern focused in extremely thin bodies. That model of beauty, unreal, does with that these they feel unable and frustrated, therefore they don't get to arrive to the same "ideal" weight practicing drastic diets (VIANNA, 2008; SOUTO; FERRO-BUCHER, 2006). According Stice (2002, apud SAIKALI et al, 2004), they exist evidences that the media promotes disturbances of the corporal image and TA. Feminine icons as models and actresses are becoming more and more thin, as it is observed in the matter published in the newspaper of the afternoon in September of this year: Crusher "waist stopped being the best expression to describe the finest part of the body of the stars of TV [...] the actresses that more they appear in TV don't weigh as before [...]. If before the girls could be rounder, today they are lanky, prolonged [...]" (FIORETI, 2008).

That difference among the beauty pattern imposed by the media and the reality could not stop generating problems. TA to the appearance are more and more common. In spite of AN and BN serious diseases and that you/they request attention, everyday the society is bombed with messages that the body never this good one. Newspapers, magazines, television, sites and commercial they show girls and women, "artificial", in that the society can be mirrored (VIANNA, 2008; SANTOS, 2008).

The first theory on the problems of corporal image in TA was developed by Bruch. He affirms that this it was the most important aspect of TA, mainly of AN, and it completes affirming that if there is not a change in the perception of the patient's corporal image, the improvement of the symptoms can be temporary (BRUCH, 1962 apud SAIKALI, 2004).

Exist some instruments for the evaluation of the corporal image, among them the used is Body Shape Questionnaire (BSQ). With wide use in populations, it measures the concerns with the form of the body, solemnity depreciation due to physical appearance and the sensation of being "fat" (SAIKALI et al, 2004, CORDÁS; NEVES, 1999).

CONCLUSION

Very discussed, the body finds in the media a place where him, body, it can be built, rebuilt, modified. As much the spoken media as the writing they sell, as it was already said, the pseudo satisfaction of desires, in other words, the false idea that we will get to arrive to the body desire of being body, to transform our body biocultural in body media.

There are some years lived in a beauty dictatorship, where the body becomes white of diets ambitious, countless plastic surgeries, exercise in excess, all this in search of a thin body. A body that usually the media shows how the success people's body being, of people well happened financial and sentimentally.

In that way it is verified that the media, any that is, influences yes the people, mainly the women, however it is not the only criminal. If it went would have more than 180 million Brazilians with TA and, in that way, they would stop being upset to be something common to all. We only want to show that the speed with that the information are last through the communication means, he/she doesn't leave the people's time to analyze, they think, if that diet, that surgery, that corporal and viable pattern.

Thinking as teachers, professionals that have in the hands the a lot of people's "life", it is worth to increase that we should look at our students, be in schools, academies or clubs and to see them. Not to consider them just numbers, to treat them as people. In that way, we will be aiding to reduce the cases of TA.

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INFLUENCE OF THE MEDIA AND DISTORTION OF THE CORPORAL IMAGE IN THE NERVOUS ANOREXIA AND NERVOUS BULIMIA SUMMARY

This article makes an abbreviation bibliographical revision on the alimentary upset and the media, and the influence that this can cause in the perception of the corporal image in diseases as nervous anorexia and nervous bulimia. At the end, we verified that the media influences yes in the perception of the women's corporal image, however it is not the only criminal. As it was observed other factors that aid in the emergence of the alimentary upset exist

Key word: nervous anorexia, nervous bulimia, media

INFLUENCE DES MÉDIAS ET DISTORSION DE L'IMAGE CORPORELLE DANS L'ANOREXIE NERVEUSE ET BOULIMIE NERVEUSE RÉSUMÉ

Cet article fait une abréviation révision bibliographique sur le désordre alimentaire et le média, et l'influence que cela peut causer dans la perception de l'image corporelle dans les maladies comme anorexie nerveuse et boulimie nerveuse. À la fin, nous avons vérifié que les influences médiatiques oui cependant ce n'est pas le seul criminel dans la perception de l'image du caporal des femmes. Comme il a été observé des autres facteurs qui aident dans l'apparition du désordre alimentaire exister

Mot clé: anorexie nerveuse, boulimie nerveuse, média

LA INFLUENCIA DE LOS MEDIOS DE COMUNICACIÓN Y DISTORSIÓN DE LA IMAGEN CORPÓREA EN LA ANOREXIA NERVIOSA Y LA BULIMIA NERVIOSA EL RESUMEN

Este artículo hace la revisión bibliográfica a una abreviación adelante el alimentario disgustado y los medios de comunicación, y la influencia que esto puede causar en la percepción de la imagen corpórea en las enfermedades como la anorexia nerviosa y la bulimia nerviosa. Al final, nosotros verificamos que las influencias de los medios de comunicación sí sin embargo en la percepción de la imagen corpórea de las mujeres, no es el único delincuente. Como él se observó otros factores de que ayudan en la emergencia el alimentario disgustado exista

La palabra importante: la anorexia nerviosa, la bulimia nerviosa, los medios de comunicación,

INFLUÊNCIA DA MÍDIA E DISTORÇÃO DA IMAGEM CORPORAL NA ANOREXIA NERVOSA E BULIMIA NERVOSA RESUMO

Este artigo faz uma breve revisão bibliográfica sobre os transtornos alimentares e a mídia, e a influência que esta pode causar na percepção da imagem corporal em doenças como anorexia nervosa e bulimia nervosa. Ao final, verificamos que a mídia influencia sim na percepção da imagem corporal das mulheres, porém não é a única culpada. Como foi observado existem outros fatores que auxiliam no aparecimento dos transtornos alimentares

Palavras-chave: anorexia nervosa, bulimia nervosa, mídia.