

84 - AESTHETICS AND SATISFACTION WITH THE BODY IMAGE PATTERNS

JÚLIA DE FÁTIMA RIBEIRO GAMA¹
ANGELO LUIS DE SOUZA VARGAS²

1 - Centro Federal de Educação Tecnológica de Campos dos Goytacazes
1 - Pós-graduação Stricto-senso da Universidade Castelo Branco

2 - PROCIMH RJ
juliargam@gmail.com
angelo.vargas@uol.com.br

INTRODUCTION

There is a variation of aesthetic patterns from culture to culture. From the Middle Age to the end of the XIX century, the beautiful and worth was the fat and strong. In the XX century, due to the influences of the war, this pattern becomes different and the body starts to look thinner and with muscles in evidence and, finally, In the XXI century, the body is shaped through the interventions that are able to change it as well, like the surgeries and transplants (MOLDONATO, 2006).

The female beauty was idealized throughout the renaissance, building a different symbolism for both sexes: to the man, the manly had been gathered for representing strength and power, while for woman, the seduction and sensuality (LEITE and LIMA, 2006). From the last decade, in the XX century, until today, the fear of wrinkles and lines or features which mean aging, like the ad in mass in favor of the thin and muscles bodies interferes in a prodigious way in the level of satisfaction with the appearance in both, men and women, it also increases greatly the consumption of cosmetic and beauty products, making this stereotyped pattern of behavior a personality feature. (GOLDENBERG e RAMOS, 2002).

Such ideals of beautiful body and aesthetics, which long ago called the attention of the female public, now goes up to the teenagers and men too, who want a thinner, younger and healthier appearance, becoming then, a dependent of steroids, anabolic, diets and exhaustive physical exercises (RODRIGUES, 2002).

This search aims to rise data to identify the differences between genders about concerns of aesthetics and relate them to the satisfaction levels with the body image.

2. INSTRUMENT AND METHODOLOGY

To develop the study, as the aim, which is to identify the aesthetic pattern and satisfaction with the body image, a silhouette draw scale was used (Nine-Figure Outline Scale; Stunkard, Sorensen & Schulsinger, 1983), intending to evaluate the perception of size and body shape involving students from Federal Technological Educational Center from Campos dos Goytacazes belonging to Post graduation lato - sensu levels.

2.1 SAMPLE SELECTION

As an inclusive criteria, students from both sexes and engaged in the mentioned school level were selected.

Students, whom only apply for specific subjects at technological school at the referred educational Center, were excluded. Such as all the others who did not take part in the school level cited above. Just like some others who are using controlled medicine or suffer from anorexia or bulimia.

Both criteria, inclusive and exclusive, were identified through an initial anamnesis shown in the application form. They previously knew about all the proposed search, accomplishing themselves to participate in the study voluntarily.

2.2 INSTRUMENT AND TASK

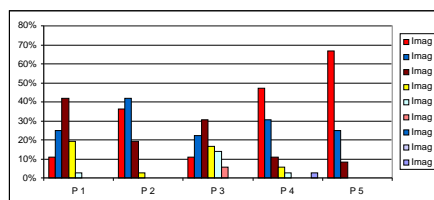
In order to go on with the search, a simple and self applicable questionnaire will be used for nine female representative and nine male ones, ticking their choices from the five assertive proposals (STUNKARD, A.J., SORENSEN, T. & SCHULSINGER, F.1983)

2.3 STATISTICAL TREATMENT

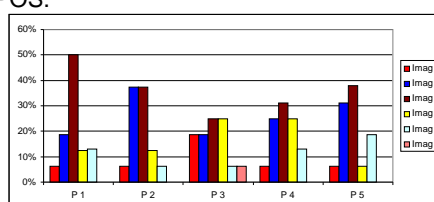
The data gotten were studied through a descriptive statistic of percentage.

3. RESULTS AND DISCUSSION OF THE SILHOUETTE CHECK FOR THE TESTED FEMALE STUDENTS:

The silhouette check is made of five assertive questions, which must be ticked facing the nine choices from the female sex and nine from the male one. For a better understanding, let's analyze them individually according to the presented table and graphics:



Picture 1: Female Silhouette - POS.



Picture 2: Male Silhouette - POS.

Ask 1. (P1): Choose a picture which represent a man in the normal shape; For this question, the female public, 33%, chooses pictures 1 and 2, which represents a thin man while 61% chooses pictures 3 and 4 which represent an overweight man. Ask 2. (P2): Choose a pic which represents a woman in the normal shape; For this question, the female public, in 78% chooses pics 1 and 2, which represents a thin woman, while 22% choose 3 and 4. Analyzing the questions 1 and 2, we can say that they confirm the stereotyped aesthetic pattern, which means a thin and worked body for women and their permission for the man to have a more flexible aesthetic pattern. Ask 3: Choose a picture which represents your own size; For this question, the female public in 33% believe they belong to the draws 1 and 2, meaning a thin body, while 48% choose pictures 3 and 4 and 20% believe they are like the pictures 5 and 6. Ask 4: choose a picture which represents the size you believe you can get to if you want to change your body; For this question, the female public, in 78% believe they are able to achieve pictures 1 and 2, while 17% can get to pictures 3 and 4. Ask 5: choose a picture which represents the size you would like to be; For it, the female public, in 92%, chooses pictures 1 and 2, the thin body, only 8% chooses picture 3.

Analyzing the asks 3, 4 and 5, we can first say that only 33% of the women think they are thin, all the others see themselves overweight, believe they are able to overcome themselves, while 78% believe to be able to get to the desirable shape. About the body they would like to have, 92% wish they were thin, getting adjusted then to the social proposals, which relate the body to a beauty stereotype, what may occasionally, set a level of self dissatisfaction with the own body, knowing that there is a considerable distance how they are and how they would like to be.

Ask 1 for the male public, point out a man matching the normal size, in 25% the pictures 1 and 2, while 63% believe that being normal means to look bigger, choosing, then, pictures 3 and 4, agreeing with the social patterns which give them the chance of having bigger proportion. Ask 2: for the male public, in 44% of their choices, the ideal woman has a thin body, pictures 1 and 2, while 51% believe that being overweight is considered normal. Ask 3, they consider in 38% thin, choosing pictures 1 and 2, while 51% choose the pictures 3 and 4, 56% believe that they can achieve pictures 3 and 4 (P4) and, when asked about the height and proportions they would like to be, 63% would like to belong to the pictures 3, 4 and 5, bigger dimensions than they really are.

Analyzing the questions 3, 4 and 5, the man don't see themselves exactly thin and wish they enlarge their indicating a light worry about fatten the proportions.

4. FINAL CONCERNS

Knowing that the questions related to the aesthetics patterns and satisfaction with the body image are complex and receive the influence of several facts in the structure, such as: sex, age, means of communication, body relation to the cognitive processes, like beliefs, values and attitudes (BANFIELD; McCABRE, 2002 DAMASCENO, 2004; RICCIARDELLI; McCABE; BANFIELD, 2000), we can consider that men and women agree that a normal man may perform with an expanded proportion and size, as the men do not mean an ideal woman as thin as they are, indeed, men seem to be more flexible about the aesthetic pattern. But the women think for themselves a straighter pattern about the female beauty ideal, thin women, also showing a higher level of dissatisfaction with the body than the men.

Worked developed in the countryside in São Paulo, involving 102 students, being 55 male and 47 female, average age 18 and 32 years old, revealing then, the existence of differences related to the gender, identifying a verted view from the female sex about their own body, which increase meaningfully, the fear of putting up weight, reinforcing behaviors of social exclusion, as getting rid of going to the beach wearing bathing suit and going to public places for not wearing certain clothes (RUSSO, 2005).

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R. Domingos Viana, 138 / 202
Parque Califórnia, Campos dos Goytacazes - CEP :28013-085
Tel: (22) 27334367 / (22) 99151009
juliargama@gmail.com

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ABSTRACT

Goldenberg (2005, apud BOUDIE, 1999), assured that the human image is associated with strong, powerful and manly beings and that the women are delicate, submissive, quiet. For Marsillac and Souza (2006 apud Welsch, 1995), it is considered inability to become different from the social established pattern, with no possibility of being the own choice. Meanwhile, following an "ideal" body pattern becomes a torture in chase of the acceptance and perfection. Facing such facts, the present study rises data to help identify the differences between the genders about aesthetics concerns, as relating them to the level of satisfaction with the body image, involving students from students from Federal Technological Educational Center from

Campos dos Goitacazes belonging to Post graduation lato - senso levels. The data gotten had been studied through descriptive statistics of percentage. 100 post graduating students were analyzed (PG). So, facing such results from this search, we could set the existence of difference between the genders; being the female made of a more stereotyped aesthetics concern and a higher worry about looking slim, producing a sensation of feeling bad with the own image. And the male sex, despite showing a static pattern which matches the social dictation, presents lower indication of disagreement with the own body.

Key-words: body image, aesthetics, corporeality

NORMES ESTHETIQUES ET DE SATISFACTION AVEC L'IMAGE CORPORELLE.

RESUME

Goldenberg (2005, apud BOUDIE, 1999), affirment que l'image de l'homme est associée à des êtres forts, puissants et virils et les femmes à des êtres délicats, soumis, obscurs. D'après Marsillac et Souza (2006 apud Welsch, 1995), être différent de la norme sociale établie, incontestablement est considéré de l'incapacité, sans la possibilité d'être une option propre. Cependant, suivre un modèle « idéal » de corps, devient une torture à la recherche d'acceptation et de perfection. Face à tels faits, cette étude propose rechercher des données qui identifient les différences entre les genres en ce qui concerne les conceptions d'esthétique, ainsi que les rapporter aux niveaux de satisfaction avec l'image corporelle des étudiants de post-graduation (Lato Sensu) du Centre Fédéral d'Éducation Technologique De Campos dos Goytacazes. Les informations obtenues ont été étudiées à travers les statistiques descriptives par pourcentage. 100 élèves du niveau de post-graduation ont été évalués. On conclut donc, que devant les résultats présentés dans cette étude, l'existence de différence entre les genres, le sexe féminin ayant un concept stéréotypé de l'esthétique et une plus grande préoccupation à sembler mince, en produisant une sensation de malaise avec sa propre image. Par contre, le sexe masculin malgré démontrer une norme esthétique qui est assortie à celle dictée par la société, présente des indices moindres de malaise avec son propre corps.

Mots-clés : image corporelle, esthétique, corporalité.

NORMAS DE ESTÉTICA Y SATISFACCIÓN CON EL IMAGEN DEL CUERPO.

RESUMEN

Goldenberg (2005, apud BOUDIE, 1999), dicen que el imagen del hombre es asociada a seres fuertes, potentes y viriles y las mujeres son seres delicados, sumisos, apagadas. Para Marsillac y Souza (2006 apud Welsch, 1995), tornarse diferente del modelo social establecido es incontestablemente considerado como inhabilidad, sin la posibilidad de ser una opción propia. Yá seguir un modelo "ideal" de cuerpo tórnaselo una tortura en busca de aceptación y perfección. Delante de tales factores, el presente estudio propone levantar dados que identifiquen las diferencias entre géneros en lo que es respecto a las concepciones de estética, así como relacionar las a los niveles de satisfacción con el imagen corporal, de estudiantes del Centro Federal de Educación Tecnológica de Campos dos Goitacazes en nivel de Pos grado lato - sensu. Los dados obtenidos fueran estudiados a través de estadística descriptiva por porcentaje. Fueran evaluados 100 alumnos en nivel de pos-grado (PG). Parece, por tanto, que delante de los resultados presentados en este estudio, hay diferencia entre géneros, tiendo el sexo femenino un concepto estereotipado de estética y una mayor preocupación por parecer delgada, produciendo una sensación de malestar con su propia imagen. Mas, el sexo macho, a pesar de demostrar una norma de estética que coincide co el dictado socialmente, presenta índices menores de malestar con el propio cuerpo.

Palavras-chaves: imagem corporal, estética, corporeidade

PADRÕES DE ESTÉTICA E SATISFAÇÃO COM IMAGEM CORPORAL.

RESUMO

Goldenberg (2005, apud BOUDIE, 1999) afirma que a imagem do homem é associada a seres fortes, potentes e viris e as mulheres a seres delicados, submissos, apagadas. Para Marsillac e Souza (2006 apud Welsch, 1995), se tornar diferente do padrão social estabelecido é incontestavelmente considerado como inabilidade, sem a possibilidade de ser uma opção própria. Já seguir um modelo "ideal" de corpo torna-se uma tortura em busca de aceitação e perfeição. Diante de tais fatos o presente estudo propõe levantar dados que identifiquem as diferenças entre gêneros no que diz respeito às concepções de estética, assim como relacion-las aos níveis de satisfação com a imagem corporal, de estudantes do Centro Federal de Educação Tecnológica de Campos dos Goytacazes em nível de Pós graduação lato - senso. Os dados obtidos foram estudados através de estatística descritiva por percentual. Foram avaliados 100 alunos em nível de pós-graduação(PG). Conclui-se portanto, que diante dos resultados apresentados neste estudo a existência de diferença entre gêneros, tendo o sexo feminino um conceito estereotipado de estética e uma maior preocupação em parecer magra, produzindo uma sensação de desconforto com sua própria imagem. Já o sexo masculino apesar de demonstrarem um padrão de estética que condiz com ditado socialmente, apresenta índices menores de desconforto com o próprio corpo.

Palavras-chaves: imagem corporal, estética, corporeidade