158 - HYGIOMANIA: ANALYSIS OF MEDIA INFLUENCE ON HEALTH CONCEPTIONS

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Contemporary society has a new health view related to the identification with the appearance and the body conditions. The excessive concern with the body caused an obsession for health called hygiomania. According to Nogueira (2002), with the practice of hygiomania, health starts to be a body idolatry in a repetitive, mechanic way.

It is noticed that the health concepts developed much since remote times to contemporaneity, for it reflects the historical and political moment of every generation. It goes from the idea of economical and social needs to states of mind. The present culture is widely related to consumption goods that act on the new health practices, which every day are more sophisticated in order to attract the attention of the ones more involved by the innovation of scientific world, in a pursuit for a corporal happiness, as asserted by Santos (2010), when he says that the idolatry of the own body constitutes a way of trying to buy happiness, which can be done through the body restructuring.

This research aims to analyze critically the hygiomania as a health conception in contemporary society, since it is causing an exasperated idolatry to the point of bringing on psychological damages that affect the physical integrity due to the ongoing search for methods that propitiate the appearance determined by modernity through media.

From the data analysis of the studies related to hygiomania, which were accomplished in the last ten years, it was noticed that there is a great influence of media in society's health practices.

This work is a descriptive study of qualitative approach, in which it was used a bibliographic research. It was chosen a research of descriptive character in order to understand the study object and find out the diverse phenomena with which it can be connected, as well as its own nature.

With profitable and attractive intentions, the media has been a great ally in the use of the hygiomania practices by individuals. Broadcast programs, television and internet show people with perfect bodies, thus stimulating the consumption of what is being advertized. According to Medina (2006), the influence of means of communication in the formation of the ideals of the corporal image is evident, when we know that beauty has always been professed by media. Individuals have tirelessly searched the promised perfection, making use, several times, of means that are harmful to health. Even when aware about complications that can occur, individuals prefer to undergo (un)certain methods that offer the desired body.

The connection between health and perfect body is a remarkable characteristic of the “interested” in the physical and mental welfare, once that media and other means of information define it. Sudo and Luz (2007) assert that modern society has grown to create a certain phobia about being fat, considering the fat person as someone sick as this thinking is part of the western culture. It's increasing the number of adherents of fitness centers, esthetics clinics, health alternative practices and other means that, in a way, make feasible a better state of life. But the issue to be observed is the exaggerated pursuit for resources provided in several spaces of society. According to Garrine (2007), media has found in the ideal of the perfect body a way of publicizing its products and disseminate modern plastic surgeries, activities or products that make feasible the consumption and the passion for the fashion that see the appearance as something essential.

FINAL CONSIDERATIONS

We shouldn't designate health as a result of instincts, but as a process of adaptation that experiences changes according to the environment in which someone is, the growing up, the aging, suffering and even the pacific expectations of death.

Physiological, theoretical and practically speaking, making more and more evident the true way of obtaining and understanding how to live healthily must be an individual and social responsibility. The general concern is in hygiomania. So, the crisis is in the lack of public information, with lack of professional orientation, in the exaggeration, in the sensationalism brought by publicity, revealing improper concepts many times accepted by people deprived of specific knowledge about human health.

even in the middle of the crisis of the search for professional orientation. Of course the press has its contribution, but sometimes, the exaggeration or sensationalism bring to the public an improper concept and many times this one starts to be followed by most people deprived of specific knowledge about human health.

The autonomy for the pursuit of health is important, this is out of question. But it shouldn't ever be apart from the competence of professional care, lest concepts about the body will be confounded, twisted. For a better care it would be necessary a greater interaction between information and knowledge, mostly those ones of medical science and education, avoiding that unethical (false), hasty information — not scientifically confirmed — be announced, abusing the social illusion, the ignorance attested by the glimpse of the hygiomania, by the pursuit of the beauty perfection, neglecting the scientific knowledge, the humanity intelligence.

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HYGIOMANIA: ANALYSIS OF MEDIA INFLUENCE ON HEALTH CONCEPTIONS

ABSTRACT

Originated from the accomplishment of an activity applied in the subject Health Education, taught by Dr. Professor Stefânia Pessoa, from the Nursing course of the College FJN - FACULDADE DE JUAZEIRO DO NORTE, colloquiums were assigned with the objective of exploring knowledge, which was refined in this subject. Thus, we made some assignments from which this one was selected. We verified that contemporary society has a new view of health related to the identification with the appearance and body conditions. The excessive concern with the body caused an obsession for health called hygiomania. The current culture is widely related to consumption goods that influence on the new health practices. This research aims at analyzing critically the hygiomania as a health conception in contemporary society through a descriptive study of qualitative approach, in which it was used a bibliographic research. From the data analysis of the studies related to the subject, which were accomplished in the last ten years, it was noticed that there is a great influence of media in society's health practices with profitable intentions very attractive. The media has been a great ally in the influence of the hygiomania practices by individuals. The pursuit for health is important, but it shouldn't be apart from professional care, lest its concepts will be confounded, twisted with the corporal appearance favorable to the current financial profitability.

KEY-WORDS: hygiomania, media, health concept.

HIGIOMANIE: ANALYSE DE L'INFLUENCE DES MÉDIAS DANS LES CONCEPTIONS DE SANTÉ

RÉSUMÉ

Naissant d'une activité appliquée dans la matière d'Éducation en Santé, donné par la professeur Dr. Stefânia Pessoa des études d'Infirmier de la FJN- Faculté de Juazeiro do Norte, il nous a été demandé des exposés dans l'objectif d'exploiter les connaissances, perfectionnées dans cette matière. Ainsi, nous avons construit quelques exposés, d'où celui-ci, parmi autres, choisi. Nous avons vérifié que la société contemporaine a un nouveau regard sur la santé qui a une relation avec l'identification avec l'apparence et les conditions du corps. La préoccupation excessive avec le corps a causé une manie par la santé, nommée higiomanie. La culture actuelle est en grande partie associée à de biens de consommations qui ont une influence dans les nouvelles pratiques de santé. Cette recherche a l'intention d'analyser de manière critique la higiomanie tant qu'une conception de santé dans la société contemporaine, en s'appuyant dans une étude descriptive d'approche qualitative, où nous avons utilisé la recherche bibliographique. À partir de l'analyse des données, des études réalisés, dans les dix dernières années, qui ont une relation avec le thème, nous avons remarqué qu'il y a une grande influence des médias dans les pratiques de santé dans une société avec l'objectif lucratif et très attractif. Celle-là est devenue une grande alliée dans la pratique de la higiomanie par les individus. La recherche par la santé est grande, mais celle-là ne doit pas être dissociée du soin professionnel, pour que ses concepts ne soient pas trompés, déformés avec l'apparence corporel au profit de la rentabilité financière en vigueur.

MOTS- CLEFS : Higiomanie, médias, conception de Santé.

HIGIENEMANIA: ANÁLISIS DE LA INFLUENCIA DE LOS MEDIOS, EN LOS PLANTEAMIENTOS DE SALUD

RESUMEN

A partir de la ejecución de una actividad aplicada en la disciplina de Educación en Salud, facilitada por la Prof. Dra. Stefânia Pessoa, del Curso de Enfermería de la FJN (Facultad de Juazeiro del Norte), fue solicitado la realización de seminarios para explorar conocimientos realizados con mucho esmero por esta cátedra. Así, construimos algunos trabajos, donde entre otros, este fue seleccionado. Verificamos que la sociedad contemporánea tiene una nueva visión de salud, relacionada a la identificación con la apariencia y con las condiciones del cuerpo. La preocupación excesiva con el cuerpo, facilitó una manía por la salud, denominada higienemanía. La cultura actual, está ampliamente relacionada a bienes de consumo, que influyen en las nuevas prácticas de la salud. Esta investigación, apunta analizar críticamente la higienemanía como una concepción de salud en la sociedad contemporánea, a través de un estudio descriptivo de abordaje cualitativo donde se utilizó la investigación bibliográfica. A partir de los análisis de los datos de los estudios realizados en los diez últimos años relacionados al tema, se percibió que hay una gran influencia de los medios en las prácticas de la salud de una sociedad con perfil lucrativo muy atractivo. Esta ha sido una de las grandes aliadas en la influencia de la práctica de la higienemania por los individuos. La búsqueda de la salud es importante, pero esta no debe ser desvinculada del cuidado profesional para que sus conceptos no sean confundidos y desvirtuados con la apariencia corporal en pro del lucro financiero.

PALABRAS CLAVES: higienemania, medios, planteamiento de salud.

HIGIOMANIA: ANÁLISE DA INFLUÊNCIA DA MÍDIA NAS CONCEPÇÕES DE SAÚDE

RESUMO

Surgindo da execução de uma atividade aplicada na disciplina de Educação em Saúde, ministrada pela Profa. Dra. Stefânia Pessoa, do curso de Enfermagem da FJN-FACULDADE DE JUAZEIRO DO NORTE, foi-se solicitado seminários para explorar conhecimentos, aprimorados nesta cadeira. Assim, construímos alguns trabalhos, de onde fora este, dentre outros, selecionado. Verificamos que sociedade contemporânea possui uma nova visão de saúde, relacionada à identificação com a aparência e com as condições do corpo. A preocupação excessiva com o corpo ocasionou uma mania por saúde, denominada higiomania. A cultura atual está amplamente relacionada a bens de consumo que influem nas novas práticas de saúde. Esta pesquisa visa analisar criticamente a higiomania como uma concepção de saúde na sociedade contemporânea, através de um estudo descritivo de abordagem qualitativa, onde se utilizou a pesquisa bibliográfica. A partir da análise dos dados dos estudos realizados, nos dez últimos anos, relacionados ao tema, percebeu-se que há uma grande influência da mídia nas práticas de saúde de uma sociedade com intuito lucrativo muito atrativo. Esta tem sido uma grande aliada na influência das práticas de higiomania pelos indivíduos. A busca pela saúde é importante, mas essa não deve ser desvinculada do cuidado profissional, para que seus conceitos não sejam confundidos, deturpados com a aparência corporal em prol da lucratividade financeira vigente.

PALAVRAS-CHAVE: higiomania, mídia, concepção de saúde.