38 - PROFILE OF ADOLESCENT BODY IMAGE EXPRESS THROUGH A HIGH CIRCULATION NATIONAL MAGAZINE

CAROLINA MONTES DURÕES DE SOUZA[1]
MARIA FERNADA LARCHER DE ALMEIDA[2]
JANE DE CARLOS SANTANA CAPELLI[2]
1 - FACULDADE ARTHUR SÁ EARP NETO, PETRÓPOLIS, RJ, BRASIL
2 - UNIVERSIDADE FEDERAL DO RIO DE JANEIRO - Macaé, RJ, BRASIL
carolinamduroes@yahoo.com.br

INTRODUCTION

Adolescence is a period characterized by physical and emotional accelerated changes, with increased need of intake of specific nutrients. Therefore, it is considered a vulnerable period and sensitive to factors related to diet and nutrition (CARVALHO et al., 2001; FISBERG et al., 2000).

At this stage, eating habits strongly influence feeding behavior, but they are also linked to concerns about body image and habits of groups of that course of life. Adolescents often skip meals, as breakfast or replace lunch for snacks, and consume, very often, large quantities of soft drinks, fried foods, biscuits and industrialized juices (DAMIANI et al., 2000).

The overvaluation of body image and societal preference for thin women, reinforced by the media, resulting in restricted eating patterns and inadequate intake of nutrients and energy, which can trigger eating disorders (FISBERG et al., 2000).

In recent years, Brazil has experienced the nutrition transition, which detects the decrease in levels of malnutrition and an increasing prevalence of overweight and obesity both in children and adolescents. But still, there are few studies that map the problem at national level of overweight and obesity in adolescents (CAROB, 2002).

Adolescents most often feel uncomfortable, with the rapid changes of this period, but at the same time they want to be like their friends and cultural idols, and rarely are satisfied with their appearance. Unfortunately, this situation today is greatly influenced by body image constantly exposed by the media.

At this stage, the adolescent experiences and discoveries and changes through on your body, besides having greater autonomy in their choices, what makes a group of easy reach and manipulation by the media. The media, through news and information without scientific evidence, such as on foods, diets and medicines as well as displaying images of adolescents with very low body fat percentage, can endanger the health of this population group.

This study aimed to examine the body image of teenage express through a high circulation national magazine.

MATERIALS AND METHODS

This study is a descriptive and exploratory, based on the vehicle media magazine. The sample universe was composed of 26 editions of the magazine Capricho®, being a magazine of national circulation, obtained by subscribing directly with Abril Publisher®, considering that the magazine has a biweekly edition, for the months January-December 2008, and in the months of March and August were published extra editions. This period was chosen because of the availability of acquiring the material in question. The variables used were: professionals consulted by the magazine, including doctors, nutritionists, nutritional experts, endocrinologists, and other sports professionals. Body image of adolescents conveyed in the magazine.

The article presents a general form containing information about data from the identification of the magazine, consulted professional category in the magazine and the "Scale Drawings of the Human Figure Silhouettes" proposed by Stunkard et al (1983).

There was a reading of the twenty-six editions of the magazine obtained by subscription directly with Abril Publisher®, being identified and quantified the body of teenagers and different professionals consulted.

We conducted a comparative analysis between body image of adolescents' photographs printed in the magazine and the "Scale Drawings of the Human Figure Silhouettes," which features nine silhouette drawings of female and male, representing human figures with nine variations in order of increasing body size (Figure 1). Each silhouette has a numbering, which corresponds to a BMI category. Thus, with the range of profiles was possible to realize the nutritional diagnosis from the images of adolescents presented in magazines by the researcher.



Figure 1. Set of silhouettes proposed by Stunkard et al.

The data were typed, consolidated and analyzed in Excel 2007 For Windows version. For the analysis of silhouettes in this study, we carried out a regrouping of categories based on the classification of nutritional status by BMI: 1 and 2 = underweight, 3 to 5 = normal, 6 to 9 = overweight.

RESULTS AND DISCUSSION

We analyzed twenty-six numbers of the magazine Capricho® from every month of the year 2008. Of these, all editions containing materials and / or advertisements related directly or indirectly with food / diets as well as images of children both females with males.

It can be observed in these editions that the covers of magazines feature models, actresses, singers, television program participants or presenters famous, looking great physical shape, noting, therefore, the overvaluation of an aesthecally slim and slender thereby mass communication.

According to the proportion of professionals consulted, it was found that 45% of published editions had a nutritionist and about 5% of doctors talking about food (Figure 2).



Figure 2. Distribution of professionals consulted in 26 editions of a magazine of national circulation for teenagers, 2008.

Among the professionals, the largest percentage was the nutrition (dietitians), being a positive factor, because there is a greater chance that information about diet and nutrition are correct. This is because the science of nutrition is known mainly for nutritionists, and therefore the most qualified to speak on the subject.

The science of nutrition encompasses diverse areas such as microbiology, physiology, biochemistry and biology. Thus, in these publications, nutritionists can encompass the social sciences together with the nutritional sciences for better understanding of feeding behavior (CASOTTI et al., 1998).

Other professionals such as doctors, psychiatrists, psychologists, historians, feminists, sociologists, have increased interest in food and nutrition, writing and giving their opinion on this matter. Doctors also are professionals who often appear in the media, but has detected the growth and enhancement of the nutritionist.

Figure 3 shows the nutritional diagnosis of adolescents, revealing that in 12 months, 30.8% of adolescents were classified as lean and 19.2% as over weighted. However, in all editions appeared adolescents with normal weight.

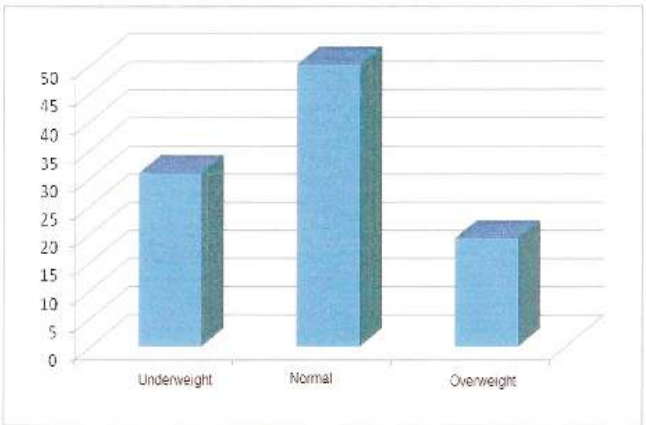

Figure 3. Distribution of nutritional status, according to body image of adolescents, in 26 issues of a magazine of national circulation for adolescents, 2008.

It is noteworthy that in all editions appeared in articles about food and nutrition, famous artists or singers, with slender bodies and thin, can influence the reading public, especially girls , as they aspire to such aesthetic more than boys. Girls, even with appropriate weight, tend to feel "fat", and this condition called "distortion of body image," overestimating their weight, while boys generally underestimate their weight (FLEITHICH et al., 2000).

An important aspect is the pattern of influence of the media in general, related to body image and nutritional models, which in most cases does not reflect the socioeconomic conditions of the adolescent, which may cause eating disorders, nutritional deficiencies, changes in behavior and body image (ANDRADE et al, 2003).

According Fleithich et al. (2000), even when teenagers, especially females, are at the proper weight, tend to feel "fat", and this condition is called "distortion of body image."

Thus, adolescents end up adopting very strict diets and exaggerated exercise to compensate for excess calories due to aversion to pounds "plus", trying to match the model presented by the media (ANDRADE et al, 2003). As for the male teenagers spend hours in the gym "working out" and they still consider themselves weak and skinny, others looking for faster ways to accelerate the building, such as anabolic steroids, which, in turn, affects their own health (RUSSO, 2005).

According to Albano (2000), the physical changes that occur during adolescence lead to deeper appreciation of body image, when teenagers seek a “muscular" body often influenced by the images broadcasted by the media, leading them to search for solutions, as anabolic steroids or other products of the genre, which, in turn, affect health.

In this sense, young people who adopt very strict diets and excessive exercise to compensate for the calories probably seek to be the model presented by the media, since this phase the body image is essential to both personal and social acceptance.

CONCLUSION

In this study, we found that about 45% of the professionals consulted to talk about food and nutrition were nutritionists, this being a qualified professional to speak on the subject, reducing the risk of misinformation.

It is important to show an incentive for healthy body and weight by the media, not only for the adolescents but also to the general public, valuing the individuality of each.

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Rua Domingo dos Anjos, nº 195
Centro – Três Rios – Rio de Janeiro - Brasil
CEP: 25815-000
e-mail: carolinamduroes@yahoo.com.br

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ABSTRACT

Adolescence is one of the most challenging periods in human development, where the maturation of the body and psychosocial changes. The media, through news and information, often without scientific evidence, may endanger the health of adolescents, as well as other population groups. This study aimed to examine the body image of teenage express through a high circulation national magazine. This study is a descriptive and exploratory, based on the vehicle media magazine, which focuses on the teenager. The sample universe was composed of 26 issues of a magazine of national circulation, considering that the magazine has a biweekly edition, for the months January-December 2008 used a questionnaire, containing variables selected for study. We carried out the nutritional diagnosis by comparative analysis between body image of adolescents of the photographs printed in the magazine and the "Scale Drawings of the Human Figure Silhouettes" proposed by Stunkard et al (1983). The data were digitized, consolidated and analyzed using the program Excel for Windows 2007. Of the 26 samples analyzed, it was found that among the professionals interviewed, 45% of published editions had a nutritionist and about 5% of doctors as a consultant in food and nutrition. We found that 30.8% of analyzed images of teenagers conveyed by the magazine show thinness and 19.2% overweight. We conclude that the nutritionist was the professional recognized to talk about food and nutrition and there is a high percentage of adolescents with thinness in editions of magazines, however, the proportion of adolescents considered the appropriate weight was higher.

KEYWORDS: Media, Adolescents, Body Image

PROFIL DE L'IMAGE CORPORELLE ADOLESCENT EXPRESS GRÂCE À UN EXAMEN DU MOUVEMENT NATIONAL LARGE

RÉSUMÉ

L'adolescence est l'une des périodes les plus difficiles dans le développement humain, où la maturation du corps et les changements psychosociaux. Les médias, par le biais des nouvelles et informations, souvent sans preuve scientifique, peut mettre en danger la santé des adolescents, ainsi que d'autres groupes de population. L'objectif était d'examiner l'image du corps du public adolescent véhiculée par un magazine à diffusion nationale. Cette étude est une analyse descriptive et exploratoire, basé sur le véhicule des médias le magazine, qui se concentre sur l'adolescent. L'univers de l'échantillon était composé de 26 questions d'un magazine à diffusion nationale, considérant que le magazine a une édition toutes les deux semaines, pour le mois de Janvier à Décembre 2008. Nous avons utilisé un questionnaire, contenant des variables sélectionnées pour l'étude. Nous avons effectué le diagnostic nutritionnel par une analyse comparative entre l'image corporelle des adolescents des photos dans le magazine et le “Barème des Dessins de la Figure de L'homme Silhouettes" proposé par Stunkard et al (1983). Les données ont été numérisées, regroupées et analysées en utilisant le programme Excel pour Windows 2007. Sur les 26 échantillons analysés, il a été constaté que, parmi les professionnels interrogés, 45% ont publié des éditions de la nutritionniste et environ 5% des

médecins en tant que consultant en alimentation et nutrition. Nous avons constaté que 30,8% des images analysées du magazine adolescentes émission a été diffusée sur le surpoids 19,2% et la minceur. Nous concluons que la nutritionniste a été professionnel reconnu de parler de la nourriture et la nutrition et il ya un pourcentage élevé d'adolescents de la minceur dans les éditions de magazines, cependant, la proportion d'adolescents a examiné le poids approprié était plus élevé.

MOTS-CLÉS: Médias, Les adolescents, L'image corporelle.

PERFIL DE LA IMAGEN DEL CUERPO DEL ADOLESCENTE EXPRESA ATRAVÉS DE UN EXAMEN DE MOVIMIENTO NACIONAL GRANDE

RESUMEN

La adolescencia es uno de los períodos más difíciles en el desarrollo humano, donde la maduración del cuerpo y los cambios psicosociales. Los medios de comunicación, a través de noticias e información, a menudo sin evidencia científica, puedan poner en peligro la salud de los adolescentes, así como otros grupos de población. El objetivo era examinar la imagen corporal de la audiencia adolescente transmitida por una revista de circulación nacional. Este estudio es descriptivo y exploratorio, basado en la revista de vehículos medios de comunicación, que se centra en la adolescente. El universo de la muestra se compone de 26 números de una revista de circulación nacional, teniendo en cuenta que la revista tiene una edición quincenal, para los meses de enero a diciembre 2008. Se utilizó un cuestionario, que contiene las variables seleccionadas para el estudio. Se realizó el diagnóstico nutricional mediante el análisis comparativo entre la imagen corporal de los adolescentes de las fotografías impresas en la revista y la "Escala de Dibujos de las Siluetas de la Figura Humana", propuesto por Stunkard et al (1983). Los datos fueron digitalizados, consolidados y analizados utilizando el programa Excel para Windows 2007. De lãs 26 muestras analizadas, se encontro que entre los profesionales entrevistados, El 45% había publicado lãs ediciones de ala nutricionista y um 5% de los médicos como consultor em La alimentación y La nutrición. Encontró que 30,8% de las imágenes analizadas de la revista adolescente show salió al aire en un 19,2% sobrepeso y la delgadez. Se concluye que la nutricionista fue reconocido profesional para hablar sobre la alimentación y la nutrición y hay un alto porcentaje de adolescentes con la delgadez en las ediciones de revistas, sin embargo, la proporción de adolescentes considera el peso apropiado es mayor.

PALABRAS CLAVE: Medios de Comunicación, Los adolescentes, La imagen corporal.

PERFIL DA IMAGEM CORPORAL DO ADOLESCENTE EXPRESSO POR MEIO DE UMA REVISTA DE GRANDE CIRCULAÇÃO NACIONAL

RESUMO

A adolescência é um dos períodos mais desafiadores no desenvolvimento humano, onde ocorre a maturação do corpo e alterações psicossociais. A mídia, através de notícias e informações, muitas vezes sem comprovação científica, pode colocar em risco a saúde dos adolescentes, bem como a de outros grupos populacionais. Objetivou-se analisar a imagem corporal do público adolescente veiculada por uma revista de grande circulação nacional. O presente estudo é de natureza descritiva e exploratória, tendo como base o veículo mediático revista, que tem como foco o adolescente. O universo amostral foi constituído de 26 edições de uma revista de grande circulação nacional, considerando que a revista possui edição quinzenal, referentes aos meses de janeiro a dezembro de 2008. Utilizou-se um formulário próprio contendo variáveis selecionadas para o estudo. Realizou-se o diagnóstico nutricional através da análise comparativa entre a imagem corporal das fotografias dos adolescentes impressas na revista e a “Escala de Desenhos de Silhuetas da Figura Humana” proposta por Stunkard et al (1983). Os dados foram digitados, consolidados e analisados utilizando-se o programa Excel for Windows 2007. Dos 26 exemplares analisados, verificou-se que dentre os profissionais consultados, 45% das edições publicadas tinham o nutricionista e cerca de 5% de médicos como consultor em alimentação e nutrição. Detectou-se que 30,8% das imagens analisadas dos adolescentes veiculadas na revista apresentam magreza e 19,2% sobrepeso. Conclui-se que o nutricionista foi o profissional reconhecido para falar sobre alimentação e nutrição e há um percentual elevado de adolescentes apresentando magreza nas edições das revistas, contudo, a proporção de adolescentes considerados com o peso adequado foi maior.

PALAVRAS-CHAVE: Mídia, Adolescentes, Imagem Corporal.