127 - THE PERSON AND THE MIRROR: WHAT THEY SAW AND WHAT THEY WANT TO SEE

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1 - Introduction

The fitness world is taking a big space in the physical education professional formation and actuation, this growth has as motivation the increase the demand with activities develops in this space.

After this experience and observation in the practitioners behavior became evident to the authors that some questions should be answered, between them, we detached the reference to the influence in the social bodies standards established in the choose and decision in practice this.

In this way, was in this environments that practice workout that was appearing daily questions that, further the curiosity in the clarification, caused and cause a kind of discomfort.

After the analyses in the data of the comment we can to enunciate some aspects that we judge important to understand in the imaginative in the workout student.

To the practitioners, go to a gym pass to be an activity with social character and not only a search for healthy.

Considering the imaginative and the social character in this activity we note that questions as body esthetic, the physical vigor and the ideal body are spread out in the society and especially in the gyms.

The follow board shows the relation existent between body and mirror.

Strategically the gyms invest in mirrors that are in all walls in front of the equipments, and in all environments. We could think that the mirrors are to use to correct the exercises; anyway that is the real utility. But that was not the prove that we had. This was produce after the observation in the daily routine in the gyms and specially the practitioners' routine.

The practitioners were observed since the moment that they get in at room; their clothes, custom, looks, and their attitude in relation to the mirrors.

2 - The mirror and the body

We observed that the mirror was used more to: to arrange the clothes, to observe the body, to observe the others, to observe the person that get in and out of the gym, what they were doing, what kind of activity that the persons were doing. To the correct the exercises, a few times we observed the practitioners look at the mirror.

The practitioners observed the muscles after the activity was the most observed for us.

It is interesting talk that during the observation, we saw men and women used the mirror in a similar way. He used to observed the immediate hypertrophy after activity (especially with superior members) while she observe the details as clothes, persons in the room and to observe other persons doing their exercises. While she uses the mirrors to observe her exercises, generally, this happened after the exercises with inferior members.

Then, simple questions as the why that man work more superior members in detriment to the inferior members, and women work more inferior members than superior members make questions as: that would be a consequence (the mirror used; look the body as they always want that it been) wish for this persons is a esthetic social question? And it was that way, as these body esthetic influences in the person imaginative that works in function of the body?

We can see the body acquires many values, ones of them: the dualist image, the see body (intermediate) and the body seen (object), or yet, the body that fights to be in the standards established by the society, to can be desire and be contemplated (Teves, 2001).

This body, before a somatic support to the person, became an intermediated to the social inclusion, in the consumerism, the sacrify, or in another words, be in a good shape is articulate to the image gave for media (Charles, 1999; Teves, 2001).

Charles (1999:p.106), help us to think better about the point, when talk to us: "*The fact is that all this culture with body image valued is in the center and find eco, more than never, in the publish speech, that put in world-wide this image, doing a to determinate a body as standard, and a practice set that were need to its maintenance … the physical activities and sport...".*

With this idea, show to us very clear, that the person search acquire a body - the image that is propagated by media in set with a capitalist system that praises the purchase and sold. As Durand (2001;118) "*... the image 'tinned' make stop any judge in value by the passive consumer, by the statement the value depends the choice; the spectator will be oriented by the collectives attitudes in the media...".* The body acquired product qualities, and product we can buy and acquire as property. The gyms seem do an interface between media and public, as buying the body image basely in the beauty standards with stereotypy and sell them to the persons - clients want "buy" a body with a "good shape". The persons that do not can "buy" this body become frustrated can until to abandon the workout. Will be that this practitioners even don fitting in this wish body standard will continue to frequent the gyms? How the body and the physical activity influence in the imaginative of practitioners that obtain their objectives? And that one that can not obtain?

The question in the imaginative relative to the workout practice, pass to be central to us, but, the others questions can contribute to a briefing in our problem

And to we get there, we started with the estimated that the person searches something or only "health" when they search a physical activity, in the specific case: workout. The investigation starts at the moment that the person observed his own body in the gym mirror, establish comparison standards with others persons bodies and have the desire in modify his body to fitting in the social context (stereotype), bodies showed in the media, and others. As Lovisolo (200;p60): *"the 'spectacle' of "me in fort of the mirror". Exist powerful pressures to keep them lean ... and the proportions very defined and social accept."*

3 - The activity continuity*:* reason-emotion-imagination-reverie-fantasy

With a reach or not in the "body - imaginative" the problem will pass to be argued after the follow questions: Has a tendency in person permanency in the gym? How the activities can to influence the practitioner imaginative to him continues the gym? Through the mirror?

When we answer this questions we have as objective, analyses how the social imaginative is find reflect in the mirrors

at the gyms and materialized in the practitioners bodies in the physical activity.

We used the participant observation to collect data's refers to the behaviors, attitudes and the persons verb manifestation, data that was duly written down in a diary. The instrument interpretation was realized in a confrontation with the literature relative to the social imaginative, ethnographic. Beyond the participant observation, we used too the questioner, the data gotten with this with the same theory referential already sad in the perspective quantitative and the qualitative.

The work was realized in three gyms in Viçosa-MG, selective with the criterion in projection over the city (students quantitative and recognition). In each gym was realized an accompaniment with 10 practitioners in both sexes. We realized a first valuation about the reasons to practice this activity. The practitioners were accompaniment in four months, and the data collective was done through questionnaire.

In the scientific area is told that the social imaginative is present in our lives, by concrete and representatives images, which inhabit our day life in television or in Greek pictures in art. We can see, the culture, bodies, fights, are some categories that show us the myths that living in our imaginative world (Teves, 2001).

The argues in the imaginative seem to dive in the debate historic between reason - emotion - imagination - reverie - fantasy. In the social imaginative the comprehension is superior to the explication. The understood is result of a rational process while the comprehension go further and get involve with emotions and feelings (Teves,2001). The human rational consumption is imaginative dependency by colors, smells, tastes, that moving with the human's desire and fantasies; we know it then we refer to the communication as great seducer machine. (Teves, 1992; 21).

The body as desire object, fantasy, full of values and cultures, and was the media using the social imaginative changed the body to a product. Product sells: creams, drinks, virility and others. The question is that the same body that sells products as sell itself at the gyms and with it carry stereotypes that contemporary society is more and more accept and defend as real standards to be follow.

We feel that we can not to stay in this body historic (re) construction process. While professionals are involve with the persons education conceived in the integrality, we need to contribute with the harmony body formation, but that harmony, should be situated in a complementary place that many dimensions make a set in this persons, between them the social imaginative.

Still this we should be in attention to the many relations that the persons keep with their bodies, we can not desconsider that this relations reveal basically in three forms: the person in relation to himself, the relation to the others, and in relation to the nature. In the ambit in these relations, we pass to identify an element with parameter to our relations' evaluation: the imaginative.

So, the way we feel in ourselves is something that affects crucially all aspects in our experience, since the way we act in work and how that we think be or think that we were. Many times this reactions are influenced by persons that are close to us during the happening. Many times the happenings in our lives are visions reflects that we have of ourselves; in this way, the imaginative is a key to we understand us and our relation with other persons.

All judges that we did, none is as important as what we do about ourselves; in the practice point of view, this judge manifest in differents lives' areas: friendship, family, work.

In this set, we fid data that point heterogenic between men and women, that had collaborated in the analyses, the most of them present between 1 and 3 years that frequent the gym, while the practice time in less then 6 months. A sense more or less consensual, because the things were observed, the difference in the categories can be attributed to the fact that men doing weighed and with faster effect, and in many situations with help in the substances, in this case, motivating to visual results. The women doing soft activities, with longer effect, that not motivating them to continue.

Other questions were done to revel the imaginative track in persons and about its practice. Collaborating with the Pereira's analyses (200; p225) also we find data that allow us to say that the practitioners' workout with differents objectives, as:"*physical conditionament, esthetic, escape to the quotidian to the social met"*.

When we analyses the obtain data through the questions we perceive, that in relation to workout, men and women search health in detriment to the esthetic while women search prior the esthetic. We perceive that the most part in men choose as first option the health and as the second choose the esthetic. While with women we made the same question observed that women choose as first option the esthetic in detriment in health that stayed as second collocation. Possible the women had been more honest than men when they answer the questionnaire, because in this questionnaire we observed that the men also search much more the esthetic than health when they workout.

About the benefits that the person give to the workout and that is the why conduct to his search, men search better muscle symmetry that can effluence in the improvement in the position and women in a better organic condition.

We question the relation to the esthetics objectives, men think in activities that increase the lean corporal mass and to women get their body stronger. Men search in the workout a possibility in find persons with similar objectives, women search increase their friendships. The possibility in interpretation to theses thoughts can be from the person's need in get in the masculine stereotype where the body should be stronger and with a great corporal mass. The women search in workout, in relation to the esthetic, not only lose weigh in relation to the health as was many years ago, today the feminine profile beyond the lose weigh and get the muscles stronger, being this option choose as prior between women.

About free time: the men like practice sport, women prefer to the gym. We investigated about which is the other possibilities in sport practice beyond the gym; men practice collective sports, women prefer other activities in the gym. We worry also in search about the free time, and in this way we perceive that men in free time like practice sports, go to the gym and surf on the web or play games, while the women prefer go to the gym, watch television and to listen music.

When we investigate the evasion in the gyms, we perceive a consensus between men and women, both changed the gym because the attendance that was not good and because financial questions.

And about the alimentation before the activities we found that men eat more carboidrats and women more fruits. About the alimentation during and after the activity, men as women drink water during and after the activity. With this, we note that women have an alimentation much more balanced than men, maybe this occur because their have bigger preoccupation about esthetic base in the gain or lose weigh.

About the consumption sportive materials (clothes, tennis), we note that women and men, when they buy clothes and tennis, they observed the quality and if the product is comfortable. About the workout practitioners clothes we found that men as women prefer comfortable to practice. But if we observed very well the data, we'll see that men prefer comfortable clothes and discrete while women prefer clothes confusables and jousts. If we continued to observed the data, we'll see that exist a tendency in men and in women in use clothe the show the forms (it is a third option), in this case, we can attribute to the difference in the comfortless clothes between women an men depend in the search that shows better their forms.

4- Final considerations

We are quite sure that base in the data that we found, even being in differents directions, that the reflect in a new body

waited for the practitioners, even be men or women, is a social and esthetic question (Lovisolo,2000;Pereira,2000). The person works in function theses body in the perspective in search standards bodies called the beauty in the society. With the reach in the objectives for the person, we believe that exist evidence in influence in the corporal esthetic in the person's imaginative. We can note this especially in the cases told and write down, and in the questionnaire result relative to the questions in activities that reach that muscle mass and women activity that show the corporal forms values by society.

Other question that we analyses is in relation to the desire in the practitioners that, even not fit in the social standard, he keep going to the gym. We believe that the practitioners do not reach him objective change the gym. We perceive this in the reasons in the evasion, we believe that the practitioner when he sad that the attendant in the gym is bad is because the reception in those places, but also in the attendant by the professionals in physical education that work in those places.

We believe that the practitioners when saw the started in the results and observe that are next to the standards, they keep in the gym in the intention in get more and more. After the reach the keep in the gym to maintenance the body. The ones that can not reach the objectives, as consequence change to other gym, or stop in practice physic activity (the data show a bigger occur this with women).

We have sure that the mirror is a great responsible in the permanency or not. Is through it that the practitioner establish comparison standards between their bodies and the others bodies. Beyond this establish, is through it that the practitioner observe the modification in his own body in the sense in approximation of the corporal standard establish and accept.

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THE PERSON AND THE MIRROR: WHAT THEY SAW AND WHAT THEY WANT TO SEE

Summary

After the musculation practitioners and we saw that go to a gym become a social activity that not only the search for health and the quality in life take people to that place. Consider the social character in this activity we note that questions as body esthetic, the image and physical vigor and the ideal body are diffuse in the society an, consequently, in the gyms. That the esthetic was one factor in the motivation to the frequency in activities would not be bother, in relation to the ample knowledge about this subject, but this phenomenon unfolding in the esthetic search through the workout present questions that deserve investigation care. To clarify some esthetics questions relatives to imaginative, we realized a work in three gyms in Viçosa/MG, chose by students' amount and recognition in the area. In each gym was realized accompaniment with a group with 10 practitioners, in differents sorts. It was made first diagnosis about the reasons that made the persons started to workout, as the history as practitioners in this activity. Moreover also was produced a notebook with base in practitioners' observations. We have sure that the reflection in a new body expect by the gym's practitioners is an esthetic social question. The person work in the bodies' function in the perspective in search in the bodies standards accept as beauty by the society.

Key-word: Imaginative, body, workout

L'INDIVIDU ET LE MIROIR: CE QU'ON VOIT ET CE QU'ON VEUT VOIR

RÉSUMÉ

Quand on observe des usagers des club fitness qui font de la musculation c' est facile conclure que ces individus n'ont pas uniquement d'objectifs par rapport à la santé et à la qualité de vie mais aussi ils ont d' objectifs essentiellement sociaux. Si on considère l'aspect social de la musculation on observe de questions relatives à l'esthétique du corps, à l'image de la vigueur physique et du corps idéal qui sont très incentivés par la société et par conséquence dans les club fitness. Est déjà connue l'importance de l'esthétique du corps sur la motivation des usagers de club fitness mais les conséquences de ce choix n'ont pas été encore soigneusement étudiée. Trois club fitness situés à la ville de Viçosa (Minas Gerais/ Brésil) ont été sélectionnés sur le critère d'être mis en évidence (reconaissance publique et quantité d'usagers). Dans chacun des club fitness on a étudié un groupe de dix usagers des deux genres. Ils ont répondu à l'enquête sur les motifs de leur choix et sur sa carrière comme pratiquant. Un manuel d'orientation sur les remarques des usagers des club fitness a été produit. Nous sommes sûrs que le corps espéré par ces pratiquants s'agit d'une question sociale et esthétique. L'individu faire de la musculation pour arriver aux standards corporelles jugés comme beaux par la société actuelle.

Mots-clés: imaginaire, corporéité, musculation

EL INDIVIDUO Y EL ESPEJO: LO QUE SE VE Y LO QUE SE QUIERE VER

Resume

Desde la observación de aquellos que en el gimnasio alzan pesas, percibimos que frecuentar un gimnasio empieza a ser una actividad de carácter social, que no sólo la búsqueda de una mejor la salud, y de calidad de vida es lo que motiva las personas a estar en ese ambiente. Considerando el carácter social de esta actividad, nos dimos cuenta de que cuestiones como la estética corporal, la imagen del vigor físico, y del cuerpo ideal están difundidos en la sociedad, y consecuentemente en los gimnasios. Saber que la estética es uno de los factores de motivación para la frecuencia de las actividades no es algo incómodo, por el amplio conocimiento que ya existe sobre el tema, pero otras consecuencias del fenómeno de la búsqueda de la estética, por medio de alzar pesas, merecen nuestra atención para más posibilidades de investigación. Para esclarecer algunas cuestiones estéticas relacionadas al imaginario, realizamos un estudio empírico en tres gimnasios en el municipio de Vinosa, Minas Gerais, seleccionados por dos criterios: cantidad de alumnos y reconocimiento del área. En cada gimnasio fueron acompañados 10 practicantes, de géneros diferentes. Se hizo una evaluación inicial diagnóstica, sobre los motivos que llevaron los individuos a la práctica de la actividad, así como su historia en esa práctica. Además, también se produjo un cuaderno de apuntes a partir de las observaciones hechas por los practicantes en el gimnasio. Estamos seguros de lo el reflejo de un nuevo cuerpo esperado por los practicantes de tal actividad es una cuestión social estética. El individuo trabaja en la búsqueda de un cuerpo que esté de acuerdo con los patrones corporales dichos bellos por la sociedad actual.

Palabras claves: imaginario, corporeidad, alzamiento de pesas**O INDIVIDUO E O ESPELHO: O QUE SE VÊ E O QUE SE QUER VER**

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Resumo

A partir da observação dos praticantes de musculação percebemos que freqüentar uma academia passa a ser uma atividade de caráter social, que não só a busca por melhoria da saúde e da qualidade de vida leva as pessoas a tal local. Considerando o caráter social desta atividade notamos que questões como a estética corporal, a imagem do vigor físico e do corpo ideal estão difundidos na sociedade e, consequentemente, nas academias. Que a estética fosse um dos fatores de motivação para a freqüência às atividades não seria algo de tanto incomodo, dado ao amplo conhecimento sobre o fato, mas, os desdobramentos do fenômeno da busca da estética através da musculação ainda apresentam questões que merecem cuidadosos olhares de investigação. Para esclarecer algumas questões estéticas relativas ao imaginário, realizamos um trabalho de campo em três academias do município de Viçosa/MG, selecionadas a partir do critério de projeção na cidade (quantidade de alunos e reconhecimento na área). Em cada academia foi realizado acompanhamento de um grupo de 10 de praticantes, de gêneros diferentes. Foi feita uma avaliação inicial diagnóstica a respeito dos motivos que levaram os indivíduos a praticarem musculação, assim como sobre sua história de praticante desta atividade. Além desta também foi produzido um caderno de campo com base em observações dos praticantes nas academias. Estamos certos que o reflexo de um novo corpo esperado por praticantes de musculação é uma questão social estética. O indivíduo trabalha em função deste corpo na perspectiva da busca de padrões corporais tidos como belos pela sociedade atual.

Palavras-chave: imaginário, corporeidade, musculação