194 - SCENERIES OF FUTURE OF CORPORAL PATTERNS OF ADOLESCENTS

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THE BODY

In the words of Vargas (1990), the body is as "a monumental fair of meanings. The body is the material part, animal, or the human being's meat, for opposition to the soul, to the spirit. And in that sense the body is sum, understanding each other as the organism considered as material expression, in opposition to the functions in psychology¨. In that perspective, the body is an open question.

In another logic, anthropologist José Carlos Rodrigues affirms that "the body is without a doubt, the most natural, the more concrete, the first and the most normal patrimony than the man possesses". That author underlines the body "as a confluence of social forces, marked by relationship systems, political and religious systems and he affirms that "the social is made present in the smallest human actions."

Used and abused by the society, the body is a compound of symbols that is going besides himself and he/she makes to be born the codes of the corporal language: it is spoken to the hands, the eyes, the face, finally, with the whole body. Vargas explains in that sense that "the most effective way of the society to write their messages in the body is through the education and, in that sense, the Physical education is one of the countless writing" possibilities. José Rodrigues explains that it is "the society in his/her globalidade and each social fragment in matter that you/they decide the ideal intellectual, affectionate, moral and physical that the education should implement in the individuals to socialize, and, as much as in the spirit, a society cannot survive without fastening in their children's physicist some essential similarities that identify them and make possible the communication among her."

In that logic, the body is above all a social accomplishment, because: "Our body is every day more loaded of connotations, liberated physics and sexually in the publicity, in the fashion, in the films and romances, cultivated hygienic, dietary and terapeuticamente; object of youth's obsession, elegance and cares". THE body becomes more and more loaded of cultural connotations and he/she strengthens as icon in the modern society. The cultural industry maintains direct relationships with the media that takes the responsibility in humanizing the material goods, eroticizing products, and transforming the body in consumption" object (Wounds).

In the past, the modelling of the body was only natural, through the characteristics biological, physiologic and motive human. Today, besides the natural modelling, the body is also modeled socially, transformed voluntarily by the tattoos, plastic surgeries, use of artifices and of seduction. For that road, the industry of the body acts. The adolescents are great consumers of the industry of the body, because they look for the perfect corporal pattern, through the academies, magazines, mark clothes, beauty products, dermatologists, surgeons plastic, in other words, the whole industry that transforms and it maintains the beautiful body more and more. Vargas: "moth a wide panel on the body in the current society and the themes approached as gestures, metaphors, acting, motricidade, academy, beauty, clonagem, ludismo and competição¨, are approached, in a multivisão holística of the man, of the woman and of his/her social body."

Suddenly, the healthy habit of taking care of the own body became an obsession. At first, it is just treated in a way of recovering the vitality and the lost physical well-being in the gears of the alienated work, or still, a way to "lift the astral". little by little, the medicine went turning disease and fixation. The fight against the alienation became another alienation. Our body continues a ¨objeto semi-identificado¨, and the happiness, more and more far away...¨.

We observed that the alienation and innovation are the adolescents' cultural and social values in the search of the corporal pattern. They were not born wanting a beautiful body and preferring clothes of mark of the fashion. For a 2 year-old child to use or non clothes of the mark just as ¨O bug ate ¨ou to be or not skinned it is the same thing. In that logic, the body is part of the socialization process and, I wake up with the status of the current society, who is not with the standardized body, or better, who didn't have the body socially standardized (innovated), it is excluded.

In that "social body", the adolescents look for corporal innovations to call the attention, to do the people to notice, they admire or, at least, so that they can, in the intimacy, to "tan" his/her body to the if he/she looks in the mirror, without any recrimination type.

Psychologists Codo and Senne researched on what is behind the idolatry of the body and they synthesized in rehearsal, in the following way: it "inserted in the wide, general and restricted social movement the search, the man's encounter with your body, rediscovered her/it of the pleasure, in a word, the man's reunion does get.

Resulting from their reflections and conscience on the body, they affirm: ¨We life all conscious ones as we were never of the destruction that has been imposed to our body. All spoke and more and more in the need to live the pleasure intensely: each one of us acts as prisoner of a life that squeezes the body. ¨ before those words, questioned if they are those the adolescents' reasons to have so many concerns with the body and they seek, as Boltanski says, to "acquire an in accordance body the one of beauty canons in energy in the social classes" (1984:172). In another way, they are labeled as negligent, when they don't present or they don't manifest any concern with the good to be corporal and they come obese, hiding in wide clothes and fallen shoulders. Those attitudes can be caused in function of the habitus, for the importance to the social aspects in the use and perception of the body, emphasized by Mauss 1974 and cf Bourdieu,1983.

They not just "emphasize the diversity among the cultures, but inside of our own society, those categories regarding the use and perception of the body will vary in agreement with the pertencimento to different social classes. One of the points where that difference can be noticed is in relation to the criteria of the choice of different sporting practices, that inside of a sporting field, they come to the society under form of "sporting products", subjects to a relationship of the type "present and search", whose "search" is governed by the people's different "lifestyles", function of a class" habitus.

The habitus is the term used to describe the disposition for two types of the adolescents' behavior. The first of search of the reproduction of the corporal pattern requested by the society, the second the conscience of that acquired habitus for obtaining of the social body manifested as protest form. The conscience and the need to reproduce the body pattern are identified in the transmitted habitus and manifested by those adolescents' corporal language. Cares and manipulation of the body in general are as magic resources. We can exemplify using as reference newspaper Correio Brasiliense's report - "SEWN YOUTH"

that describes the profile of the "young body" that not always it is synonymous of perfect body: "That slogan is it of the 25 thousand adolescents that you/they had been filling the plastic surgery clinics in the year passed at the country - an increase of 600% in relation to 1994, second research done by the Brazilian Society of Plastic surgery.

"Recovered "want to show them the body using fair clothes, tattoo that enhance and they make his/her more beautiful body and to raise the clang with the objective of calling more the attention and to feel "beautiful woman and perfect":

"The body, this way, is rendered to the exacerbation of the sexuality through the clothes, which she can observe in television programs, where women in perfect ways incorporate characters like the siliconada and mysterious "Witch" or "Tiazinha", of mask and whip, that it induces, subliminarmente, to the practice of sadomasochistic sex, in a society where thousands of women are beaten by the husbands, without the impact is discussed of that in a reality that just in the last years it began to denounce physical aggressions of for years." ".

The "chubby" ones want to hide in wide clothes, their shoulders are fallen giving the impression that you/they want to enter inside of itself to hide of themselves and of the world. ANZAI, 2000 confirm the reality of the "chubby" ones for the following words": one "lives today a type of dictatorship of those that want that the out of the patterns, mainly the least thin ones, feel fault of his/her appearance, not for the fact of the fat not to be beneficial, but because they need this fault to feed an industry to benefit of that insecurity".

The current pattern of western physical beauty, mainly the feminine, it is rebuilt starting from the incorporation of new training technologies, plastic surgeries and feeding. The influence proposed by the media is it of the illustration longilínea, physical type of the models Claudia Schiffer, Cindy Crawford and Naomi Campell, or of the movie stars, like Sharon Stone, Julia Robert or Demi Moore, how many plastic surgeries doesn't import have been necessary so that they arrived to the final result.

The impact of that social pressure can generate two slopes comportamentais in the adolescents that tend to the neurosis with the profile of hiper-active or hiper-passive and, in both cases, they put the health in risk. It is not enough, according to the World Organization of Health, just not to be sick. It is necessary to be capable physics, mental and socially - it is to be happy for appreciating the corporal existence and it consists in a type of harmony body-mind.

.THE DILEMMA OF THE BODY BEFORE THE SEVERAL SCENERIES

. Scenery 1: Reproduction and alienation

Tonya will complete 15 years on November 11, 2007. Your mother decided to begin the preparations to the party and the first taken providence was to give a present the daughter with a new body, compatible with his/her age, gender and tribal style.

With that intention, mother and daughter they entered in his/her convertible spaceship and they drove - if to Shoping Body located Fluctuation to 750.000 km of distance, where they would buy the pieces to compose and to reproduce the intended corporal pattern. The chosen store was the one of Metacril 3, considered the best for the purchase of products and services of the industry of the body. The active consumers of this industry consider that that material is the used and, therefore, it is it of better quality for the substitution and reproduction of parts of the body.

In the fantastic cybernetic atmosphere they were received by the instaladora of pieces of parts of the body, that invited them to attend a beautiful parade of the last releases with, besides, the costumes that compose the replacements of available corporal prostheses more appropriately in the store. Such costumes were made of fluorescent fiberglasses to facilitate the people's visibility tends in view to admire the own body for the space.

Tonya and his/her mother had as objective chooses a costume to identify the aniversariante to his/her community, the Tribe of Investigation Corporal Desenvolvimentista where the adolescent frequented assiduously, as well as all the other adolescents that follow the same cultural pattern.

For there not being desatualização, the community he/she weekly meets and, through the use of a teaching methodology individual or collective they built an own style of learning, each one in his/her time and place. They had as goal systematizes and to reproduce them know about that educational community's in way corporal, mental specific interest, ciberneticamente or not. In that way, all acquired the same prostheses without questioning

.Scenery 2: Alienation and Innovation

Although mother and daughter have acquired glúteo, he/she sucks and calves of metacril 3, to the they access his/her pocket computer, they discovered that in a close galaxy, parts of the body of metacril 10 were already being consumed. However, neither one gave importance to the innovations on the recently discovered products.

An alarm call in alert Tonya's computer for the route change in the space, doing that she went back to his/her space house. When arriving to his/her home it was connected with his/her educational community, that now should meet with urgency to define a new investigation plan on as he/she communicates during the sleep with other members. The community of the Tribe of Investigation Corporal Desenvolvimentista was full of only to treat of subjects related to the body and they begin being interested for other types of subjects to communicate.

. Scenery 3: Innovation and Understanding

Tonya's educational community in fact, presented a plan of plenty dreamlike communication advanced. Some chips implanted in the system neuronal would be worked during the sleep, every time that the dreamlike material went of that community's interest, and the same would be captured by receptive chips implanted also with those purposes. Of ownership of those contents the community was able to, then, to contemplate collectively on the community's most emerging problems, from where would exercise the conscience of their potentials and present limitations, so much in the corporal perspective as in what she concerns the intellectual and affectionate manifestations.

That, naturally was that had moved forward in communication terms distances her and of social control through the conscious and unconscious contents.

.Scenery 4: Understanding and Reproduction

The established communication through the systems of chips can reveal a resistance element to the full expression of the dreamlike content. Of that it elapsed the need to contemplate collectively on the employed technologies in the communicative system, so that expression free from the group concludes there to be certain adversity the changes idealized for new corporal models as well as, corporal models as well as a strong tendency to contemplate more and more on the potential of those bodies.

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Summary

We have to be prepared for the changes. How to know that the changes will come? The solution is to create "Memoirs of the Future": the people are always making plans, dreams, sceneries, those memories are for the planning of sceneries of the future. To prepare for the future is to prepare for the maximum of possibilities and, the counted histories in the Sceneries of the Future of the Corporal Patterns of the Adolescents try to have the maximum of tuneless visions and the maximum of heterodox opinions tends in view to find the demands of the future. The sceneries are, then, small histories on possible futures of the adolescents' corporal patterns, that you/they try to combine creativity, insight and intuition, as base for the socket of decisions in that field. Technology of the information will be the head office common to all of the defined sceneries in the four different quadrants, that contain the uncertainties in the spaces combinations reproduction and innovation - understanding and alienation. In the vertical axis, driving force reproduction & innovation and, in the horizontal axis, understanding & alienation. The axes allowed to define four different díades: reproduction & alienation; alienation & innovation; innovation & understanding and understanding & reproduction. Those díades represent dilemmas and they provide the opportunity to lift pertinent subjects and of exposing the mind the ideas and perspectives at first unthinkable. The forces that already began to act in the present moment model the sceneries that try to understand the dynamics of the future, each one delineating a different and plausible world in that can have to live and to work one day.

Words: body, scenery of the future, adolescent

Résumé

Nous devons être préparés aux changements. Comment savoir que les changements viendront? La solution est de créer des "Mémoires du futur": les personnes font toujours des plans, des rêves, des scénarios, ces souvenirs sont le planifiement de scénarios du futur. Se préparer au futur c'est de se préparer pour le maximum de possibilités. Les histoires racontées aux Scénarios de futur des modèles corporels des adolescents vise avoir le maximum de visions divergentes et le maximum d'opinions hétérodoxes visant rencontrer les besoins du futur. Les scénarios sont alors de petites histoires sur de possibles avenirs des modèles corporels des adolescents, qui cherchent à combiner la créativité, insight et intuition, comme une base pour la prise de décisions dans ce domaine. La matrice sera la technologie de l'information, qui est commune à tous les scénarios définis pas les quatre différents quadrants qui groupent les incertitudes dans les espaces combinatoires: reproduction et innovation - conscientisation et aliénation. Dans l'axe vertical les driving forces reproduction & innovation et, dans l'axe horizontal, conscientisation & aliénation. Ces axes permettront de définir quatre différentes dyades: reproduction x aliénation; aliénation x innovation; innovation et conscientisation et conscientisation x reproduction qui représentent des dilemmes qui proportionnent l'opportunité de soulever des questions pertinentes et d'exposer le cerveau et les idées à des perspectives en principe impensables. Les forces qui commencent déjà à jouer au moment présent, modèlent des scénarios qui cherchent à comprendre les dynamiques, le futur, chacun, à définir un monde différent et plausible dans lequel nous pouvons vivre et travailler un jour.

Mot clef: corps, décor du futur, adolescent.

Resumen

Tenemos que estar preparados para las mudanzas. Cómo saber que las mudanzas vendran? La soluvión es crear "Memórias del Futuro", las personas están siempre haciendo planos, suenõs, escenários, esos recuerdos son el planeamiento de escenarios del futuro. Prepararse par el futuro es prepararse para el máximo de posibilidades. Las historias contadas en los escenários del futuro de los patrones corporales de adolescentes, procuran tener el máximo de visiones discordantes y el máximo de opiniones heterodoxas teniendo en vista encontrar las demandas del futuro. Los escenários son entonces pequenãs historias sobre posibles futuros de los patrones corporales de adolestentes, que buscan combinar la creatividad, insignt e instuición, como base para a tomada de desiones en ese campo. La matriz será tecnología de la información que es común a todos los escenários definidos por los cuatro diferentes cuadrantes que agrupan las incertesas en los espacios combinados. En el lado vertical las driving forces reproducción e innovación y, en el lado horizontal, concientización y alineación. Esos lados permitiran definir cuatro diferentes díades: reproducción y alineación; alineación y innovación; innovación y concientización e concientización y reproducción que representan dilemas que proporcionan la oportunidad de levantar cuestiones pertinentes y

de exponer la mente las idéas y perspectivas al principio impensables. Las fuerzas que ya comenzaron a actur en el momento presente modelan escenários que procuran comprender las dinámicas del futuro, cada cual deliniando un mundo distinto y posible en que podemos tener, vivir y trabajar un día.

Palabra-importante: el cuerpo, el paisaje del futuro, el adolescente.

CENÁRIOS DE FUTURO DOS PADRÕES CORPORAIS DOS ADOLESCENTES

Temos que estar preparados para as mudanças. Como saber que as mudanças virão? A solução é criar "Memórias do Futuro": as pessoas estão sempre fazendo planos, sonhos, cenários, essas lembranças servem para o planejamento de cenários do futuro. Preparar-se para o futuro é preparar-se para o máximo de possibilidades e, as histórias contadas nos Cenários do Futuro dos Padrões Corporais dos Adolescentes procuram ter o máximo de visões discordantes e o máximo de opiniões heterodoxas tendo em vista encontrar as demandas do futuro. Os cenários são, então, pequenas histórias sobre possíveis futuros dos padrões corporais de adolescentes, que procuram combinar criatividade, insight e intuição, como base para a tomada de decisões nesse campo. Tecnologia da informação será a matriz comum a todos os cenários definidos nos quatro diferentes quadrantes, que agrupam as incertezas nos espaços combinatórios: reprodução e inovação - conscientização e alienação. No eixo vertical, driving forces reprodução & inovação e, no eixo horizontal, conscientização & alienação. Os eixos permitiram definir quatro diferentes díades: reprodução & alienação; alienação & inovação; inovação & conscientização e conscientização & reprodução. Essas díades representam dilemas e proporcionam a oportunidade de levantar questões pertinentes e de expor a mente a idéias e perspectivas a princípio impensáveis. As forças que já começaram a atuar no momento presente modelam os cenários que procuram compreender as dinâmicas do futuro, cada qual delineando um mundo distinto e plausível em que podemos ter de viver e trabalhar um dia.

Palavras-chave: corpo, cenário do futuro, adolescentes.