121 - BODY IMAGE AND HEALTH: A DISCUSSION ON THE PROBLEMS INVOLVING THE SEARCH FOR A “WELL-TONED” BODY

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INTRODUCTION

Currently, there is growing concern among the general population with issues involving health and aesthetic related to the body. In an attempt to link health to the comprehensive practice of exercises aimed at modeling the bodies within predetermined patterns, It was attribute the word "healed" - which in Portuguese, traditionally refers to healing, to cure, elimination of a disease – the synonym of “well-toned body, turning modified, intending then associate this word to health, wellness, body care. In this sense, we observe a counterpoint between this body "healed" and the sick body. What is not necessarily true, since the means used to achieve such a "buff" body may involve practices harmful to health.

This article presents a discussion on the issues surrounding body image and health, drawing attention to the interpretations, sometimes misplaced, about the criteria used in order to reach a “corpo sarado" (well-toned body), linking them to the idea of good health. It is divided into two parts: the first focuses on the discussion of the pursuit of the ideal body as a form of acceptance and social integration, with a view to disseminating that bodily health and beauty appearance sometimes on condition of synonyms. The second part draws attention to the role of the professional in the field of Physical Education, crucial to rethink the issue of health, lifestyles and social, emotional and cultural dimensions involving the search for the body look "perfect".

1.Body image and acceptance: the search for the perfect body and social desirability

The body image issues have represented the acceptance or not of the individual in all spheres of their interaction (social, cultural etc) whether at work or in personal relationships, the body can become even discrimination factor and social exclusion, if the subject is not framed in the prevailing standards in society.

> The image of the contemporary body fills up (de / trans) biotech and sociocultural formations. The body takes a place of such importance in our daily life, and therefore is central to the debate with their artificial changes of prostheses, exercises, weight training and aesthetic treatments for men and women. The order of appearance invests in listed able to streamline their body image that advertising holds dear to disclose as a promotional gift, that is protruding the body as something more than ad (Garcia, 2004, p. 200).

Another key issue at present is how health and beauty are treated as synonyms. However, there is controversy. Health is not synonymous with beauty as well as the reverse can not be accepted as true. A body properly seated in the current standards of beauty, most times it does not seem like a healthy body. Implants, prosthetics, surgery, use of substances that increase muscle mass and decrease weight, properly combined with weight training, you are steps to acquire a stronger and more defined muscles in the body. The body thus becomes a spectacle constructed body images. And on this new role of body acceptance and dissatisfaction, began to bring many different people to seek ways to modify it, and thus make it more attractive and desirable to society.

As for bodily practices involving a beautiful and healthy body, you need to consider the subject in a new look in a shift toward the "other", so understanding the dynamics of life, and thus assign meanings to their bodily practices and the way they deal with the influences of the media when seeking a body that fits in this new standard. And for that, we must form a critical thinking, questioning, in order to understand even when such practices are valid and have not seen obsessions, which lead us to a cult of the body, creating considerable risk to life

Feel better to others is, in many cases, what do the guys seek that ideal body, ie, a matter of acceptance. The search for a "perfect" body headed by body dissatisfaction which is established in people from the time when the mass media disseminate daily, in all its communications networks, images of slim, skinny, slender bodies and messages that give beauty as essential to bodily health condition.

This movement, (de) formation of concepts about health and aesthetics around the body encourages people to seek increasingly, alternatives that can offer them a position to shape their bodies to the standard of physical beauty socially instituted.

As Bauman (2005, 2008) the body as a site of identity construction, says the contemporary subject as a being ever-changing identity, behaving differently in various contexts. Considering finally the formation of identity as a process of social relationship, in which the individual will possess many identities and this will also form through the consumption of goods.

Excessive preoccupation with appearance and inscresing body insatisfaction, especially concernig to weight, has been the subject of many scientific studies in contemporary times,

> the mark of belonging to a valued social group located in body shape, showing a society governed by the exterior look, giving the culturally imposed standards. (SILVA; GOMES, 2008, 203 p.).

So to be accepted in a particular social group, the individual is forced to adapt to the cultural and physical standards that are imposed. One of the most valued dimensions in the body, in contemporary times, is appearance. Goldenberg and Ramos (2002) refer to the civilization of ways, such as current time where the beautiful, young and slim body became an object of consumption, exalted above all the media and advertising. The prevalence of the aesthetic dimension of the body, where style, form, appearance and youth count as their most important attributes leads to the conclusion that at present, the body can be modeled and transformed like a draft (Le Breton, 2003). As a draft, the body would be a modular structure whose parts can be replaced, redesigned, as the desires of the individual in an attempt to constantly be rectified and corrected.

Some consequences of this discourse oriented to image and display the body have often been observed, such as: constant preoccupation with body appearance; performing cosmetic procedures and plastic surgery; unusual diets and eating disorders; growing interest in physical activity; use of pharmacological substances for weight loss or strengthening etc. These consequences are the result of dissatisfaction with one's body or from the need to modify it somehow, perhaps corresponding to

what Le Breton (2001, 2000) called the "feeling of incompleteness of the body." For Le Breton (2003, p.22): "It's no longer the case to settle with the body you have, but to modify their bases to complete it or make it as the idea that it is done."

To Goldenberg (2006), the body acquires such centrality in Brazilian culture that becomes a real capital. Aside from the cultural implications of the phenomenon of excessive preoccupation with body appearance may involve important ethical and health aspects, with which, often, the physical education teacher should handle. Becomes essential, therefore, to discuss the extent to which such issues were being worked in teacher education in physical education.

Therefore, it is essential that the teacher be prepared to deal critically with the new body demands and what about their impact on their training process, so you can fully exercise their role as an educator, including the role of Physical Education in re-signification of the body against the stereotype built nowadays.

In recent years discussions and debates about the relationship body man and society have become paramount to those who, somehow, deal with the body in different social spaces, among which the school. Considered by Le Breton (2006) as a social, cultural and biological phenomenon, shaft connection of man with the world, the foundation of individual and collective existence, the body, nowadays, it has established itself as an obscure, ambiguous and confusing subject, because the discourse of modernity. This material apology by the body as an object, supported by a physical materiality, which incorporates in itself the form of merchandise.

Accordingly, the embodiment according to Le Breton (2006), is socially malleable, yet it is lived according to the particular style of the individual. Thus, other individuals contribute to modulate the contours of your universe and give the body what it needs social relief.

> The body then becomes a product, a draft to be corrected, the presence of an accessory, a defense witness usual one who embodies it, thus being the description of the person deducting the feature of the face or the ways of your body (LE BRETON, 2006, p. 9).

Body appearance is related to the mode of presenting socially and to represent daily, which changes depending on the circumstances and in accordance with the style of the presence of the individual. According to Le Breton (2006) the first constituent of appearance has to do with the symbolic forms of organization under the umbrella of social and cultural belonging of the actor. They would be temporary and largely dependent on the effects of fashion. On the other hand, the second constituent regards the physical aspect of the actor on which has little room to maneuver.

The physical presentation of self takes effect socially as if it were a moral presentation: white and well dressed are seen as "good-natured", and they would not be assigned any type of prejudice or crime, for the composition of their appearance approximates the ideal ideologically produced, and traces contrary to this model, socially established, would be seen as "bad character". Le Breton (2006) states that the action of the image puts the actor in appreciative gaze of another, and especially the places in the bias table that xa fi beforehand at a social or moral category as the aspect or detail of the dress and as a shape of the face or body. Stereotypes are affirmed with a predilection about physical appearances and transform naturally into stigmata marks in fatal moral flaw or membership of a particular social group.

The body becomes an accessory, an imperfect object. It's about using technology to actually change the body because the exalted body is not the same as live but a rectified and redefined to meet social standards established as ideal, darting hand thus of reconstructive surgeries, reconstructive , liposuction and many other techniques available for the reinvention of this common body.

Health in this context, usually remains in the background and the risks of living in these interventions go unnoticed, because the main objective is to meet the "necessity" of the moment in which the will of modified looks upon himself miniminizam fears, especially the death. According to Le Breton (2002), cosmetic surgery is not a trivial metamorphosis of a physical feature; it operates primarily in the imagination and exerts an effect on the individual's relationship with the world.

The reflection proposed here shows, then the need for the creation of forms of reaction and challenge to new modes of bodily control established by contemporaneity.

2.Health, lifestyle and "corpos sarados": the role of physical education

In contemporary categorize acts between healthy and unhealthy no longer passes discovery or not of an illness in biomedical terms. In this context we observe the expansion of the meaning of health, they lead a healthy life presupposes walk the paths of healthy eating, which implies not consume fatty foods and adhere to physical exercise. These aspects are currently served by several media as a "healthy lifestyle" and are increasingly linked to the pattern of body beautiful, since, practicing exercises and maintaining a balanced diet body image is something inevitable.

However, most individuals do not take into account that the body pattern does not apply to everyone, and differences in metabolism make it ideal for some people it is difficult if not impossible to achieve. Thus the following are some extremely strict diets and grueling exercise plan, which can cause damage to health. Here the notions of health and illness are a bit confusing, because the pain is something commonly seen as inherent to the disease, but in this case is seen as a "step" to achieving perfect health through exhaustive training.

The cure in this case is the removal of fat and this can be verified by "buff body" which is the body dashed muscles as opposed to "sick body", the obese or anorexic. Health and disease are now treated as synonyms. The bond established is evident when "healed" adjective derives from the verb "to heal", traditionally synonymous to "cure", "eliminate evil" takes the role of a synonym for "shaped body", "muscular body" and therefore, according to current standards, body beautiful, perfect. However, there are important distinctions to be made about the means used to achieve the "perfect", not always healthy body observations.

The presence of critical approaches to the overvaluation of dimensions as appearance and body shape, or body models, and discussions about possible links this context to the work of the physical education teachers represent a positive aspect in the training of physical education teachers actually studied. However, it could be more integration, since discourses related to manufacturing and modeling of bodies, widely disseminated through the media, have been influencing the behavior of children and adults with whom the physical education teacher interacts in his practice in different environments.

As Daólio (2005) Physical Education has a key role in the search for concepts that aim to bodily emancipation and its re-signification, intermediated by a critical discourse of reality in which the individual belongs, not behaving as reproductive merely so that effective changes in the current paradigms that guide the body can be realized and thus combat the reproductive mechanisms of aesthetic standards and give these new forms of interaction between man and his body.

It is therefore crucial that the physical education teacher be prepared to deal with new demands and body that reflects the impact of these demands on its formation process. The role of physical education is not restricted to organize and explain the contents of bodily practices, above all, educate. The task of physical education is beyond their involvement with body techniques

essentially technical nature, he is an educator, in that it plays a formative role and contributes in their teaching, for the formation of sociocultural values, subjective and politicians.

CONCLUSIONS

In this paper, we draw attention to two issues: the difficulty in thinking health according to pre-established mold by body image, which is usually tied to the acceptance / rejection of the subject company in the process as well as the confusion between the meaning of healing in relation to "sarado" word. In contemporary times, the bodily presence, increasingly required in accordance with standards established by the consumer society, to turn these bodies into products, leads us to reflect on the (new) role of physical education professional, with a view to discussing and produce studies that may guide them beyond physical techniques, but on condition educator and main coordinator between the notions of corporeality, quality of life and health.

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ABSTRACT

This article presents a discussion on the issues surrounding body image and health, drawing attention to the interpretations, sometimes misplaced, about the criteria used in order to reach body "healed", linking them to the idea of good health. Is divided into two parts: the first focuses on the discussion of the pursuit of the ideal body as a form of acceptance and / or social integration, with a view to disseminating that bodily health and beauty appear sometimes on condition of synonyms. The second part draws attention to the role of the professional in the field of Physical Education, crucial to rethink the issue of health, lifestyles and social, emotional and cultural dimensions involving the search for the body look "perfect".

KEYWORDS: health, quality of life, body image

RESUMÉ

Cet article présente une discussion sur les questions d'image corporelle et de la santé, attirant l'attention sur les interprétations environnantes, parfois égaré, sur les critères utilisés pour atteindre corps "guéri", en les reliant à l'idée d'une bonne santé. Est divisé en deux parties: la première porte sur la discussion de la poursuite du corps idéal comme une forme d'acceptation et / ou l'intégration sociale, en vue de la diffusion que la santé et la beauté corporelle apparaissent parfois sur l'état des synonymes. La deuxième partie attire l'attention sur le rôle des professionnels dans le domaine de l'éducation physique, indispensable de repenser la question de la santé, les modes de vie et des dimensions sociales, affectives et culturelles impliquant la recherche du corps look "parfait".

MOTS-CLÉS: la santé , de l'image corporelle de la qualité de vie

RESUMEN

En este artículo se presenta una discusión sobre las cuestiones de la imagen corporal y la salud, llamando la atención sobre las interpretaciones de los alrededores, a veces fuera de lugar, sobre los criterios que se utilizan con el fin de llegar a cuerpo "sanado", vinculándolos a la idea de la buena salud. Está dividido en dos partes: la primera se centra en la discusión de la búsqueda del cuerpo ideal como una forma de aceptación y / o la integración social, con miras a difundir que la salud del cuerpo y la belleza aparecen a veces en condiciones de sinónimos. La segunda parte llama la atención sobre el papel del profesional en el campo de la Educación Física, crucial para repensar el tema de la salud, estilos de vida y aspectos sociales, emocionales y culturales que implican la búsqueda del cuerpo look "perfecto".

PALABRAS CLAVE: la salud, la calidad de la vida, imagen corporal

IMAGEM CORPORAL E SAÚDE: UMA DISCUSSÃO SOBRE A PROBLEMÁTICA QUE ENVOLVE A BUSCA DO CORPO "SARADO"

RESUMO

Este artigo apresenta uma discussão sobre as questões que envolvem imagem corporal e saúde, chamando a atenção para as interpretações, por vezes equivocadas, acerca dos critérios utilizados com o intuito de alcançar os corpos "sarados", atrelando-os a ideia de boa saúde. Está dividido em duas partes: a primeira centra-se na discussão sobre a busca do corpo ideal como forma de aceitação e/ou inserção social, tendo em vista a difusão de que saúde e beleza corpórea aparecem, por vezes, na condição de sinônimos. A segunda parte, chama a atenção para o papel desempenhado pelo profissional da área de Educação Física, fundamental para repensar a questão da saúde, os estilos de vida e as dimensões sociais, emocionais e culturais que envolvem a busca pela aparência corporal "perfeita".

PALAVRAS-CHAVES: saúde, qualidade de vida, imagen corporal