25 - SPEAKING OF ADOLESCENT FEMALE GENDER OF A PUBLIC SCHOOL ABOUT THE FORTALEZA OF AESTHETIC STANDARDS CULTURALLY TAXES TO BODY

SARLENE GOMES DE SOUZA;
PEDRO MANSUETO MELO DE SOUZA;
RICARDO CATUNDA
Universidade Estadual do Ceará - UECE
ricardo.catunda@uece.br

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INTRODUCTION

Considering adolescence as a transitional stage full of conflicts, we realize that dissatisfaction with one's body has changed behaviors and internalized values that often result in low self-esteem and impairment of self body image perception (Dunker et al, 2009).The strong appeal that the media guides to teenagers, creating new fashions constantly makes transient goals and means there is a distancing of the beauty ideal culturally accepted, leaving increasingly distant satisfaction in relation to the body (Amaral, 2011), being that body dissatisfaction was higher among female adolescents (Stenzel, 2004).

These factors have been the subject of even greater concern due to the fact that teenagers do not openly express their discontent body, even when, for being out of aesthetic standards, shall suffer persecution from classmates. Thus, our research seeks to identify the understanding of female adolescents from a public school in the city of Fortaleza about aesthetic standards culturally imposed and how they deal with these social representations face the implications with their body image.

METHODOLOGY

This study is characterized as a field research through a case study, analytical, with a qualitative approach. The locus of the investigation was a School of Elementary and Secondary Education in the city of Fortaleza, linked to the Department of Education of the State of Ceará.

The universe of the research was formed by students who attended high school in the morning and afternoon. The option for females is due to the fact the woman's body being more susceptible to the aesthetic standard set by society. The choice not to search the night shift is due to the fact that this turn focuses the students outside the age range, many of them having already started a family and, consequently, the teens live a different reality from the day shift.

The weight and height of each of the students measured the body mass index (BMI) was calculated according to the formula weight / height2 were obtained. The students were then divided into groups according to their BMI, using the 15 and 85 percentiles of the distribution of BMI for each age group elaborated by the World Health Organization (WHO, 2012). Adolescents with BMI values below the 15th percentile were organized in the group of "stunted" adolescents with BMI between the 15th and 85th percentiles were considered "well-nourished", while adolescents with a BMI above the 85th percentile were classified as "group on weight ".

The students were invited randomly to participate in the focus groups. They were divided into three groups in the morning and in the afternoon three groups according to BMI classification, with each group with the participation of 4 or 5 teenagers, totaling 27 students in total, in order to confront and complement the information obtained with previous research (Souza, Souza and Catunda, 2014).

The discussion was guided by a semi-structured and discussions were tape recorded and later transcribed. Speeches were then analyzed using the technique of content analysis of Bardin (1977), thematic. This technique is to identify the "core meaning" contained in the statements, generating categories of analysis, whose presence and frequency of speech may contribute to the objective of the analysis of our research.

The present study is in accordance with the Guidelines and Norms Regulating Research Involving Human Subjects, Resolution 466/2012 of the National Health Council. Terms of Consent was obtained from parents and guardians of students, and the Statement of Consent by the school principal.

RESULTS

The lines obtained in the focus groups were transcribed and organized into categories for analysis. Categories were created: "the existence of a culturally imposed standards of beauty", "ways to achieve the standard of beauty", "sustained pressure to achieve the standard of beauty", "influence of family, peers and the media" and "dissatisfaction with their own bodies. "Categories and subcategories of analysis, as well as the frequency of lines, are shown in Table1.

Table 1. Categories and subcategories of discourse analysis of the focus groups, with respective frequencies of speech

Category 1: Existence of a culturally imposed beauty standard	N = 32
Standard of beauty represented by athletic body	15 (46%)
Standards of beauty 10 variables	10 (31%)
Standard of beauty represented by the thin body	07 (22%)
Category 2: Means to achieve the standard ofbeauty	N = 25
Performing bodybuilding or physical exercise	13 (52%)
Use of anabolic steroids or drugs	05 (20%)
Conducting diets	04 (16%)
Performing plastic surgery	03 (12%)
Category 3: Pressure suffered to reach the standard of beauty	N = 35
Pressure experienced by most weight it has on	16 (46%)
Increased pressure experienced by females	11 (31%)
Pressure Society	08 (23%)
Category 4: Influence of family, peers and the media	N = 22
Media influence	11 (50%)
Family influence	07 (32%)
Influence of pairs	03 (14%)
Category 5: Dissatisfaction with one's body	N = 26
Dissatisfaction with weight	16 (62%)
Dissatisfaction with the weight of	10 (38%)

To identify the lines to allow the recognition of groups, but without jeopardizing the anonymity of the participants, the interviews were identified according to the initial groups - low birthweight (LBW), eutrophic (E) on weight (OW) - followed by a number from 1 to 11.We identified 32 lines that discoursed about the existence of a culturally imposed standards of beauty. We found a predominance of the representation of the athletic body as the ideal of beauty, especially among teenagers of low weight

group, but not restricted to them:

In Brazil the fashion is to be pumped, brazilian men do not like skinny women (OW1).

Today a beautiful woman is one beefy, all healed, the good, you know? They draw attention and the boys love (OW2).

Every woman dreams of being 'panicat'. The waist this thinness ass this big huge, muscled chests (E1).

Here at the college has a fagot, you know, mottled. When she passes the boys go crazy [...] (E2).

These statements can justify the findings of our previous study (Souza, Souza, and Catunda, 2014) with the questionnaire SATAQ-3 (Scale of Sociocultural Attitudes Focused on Appearance) questionnaire developed by Thompson et al. (2004) and translated and validated for the Brazilian population by Amaral (2011), where the teenagers obtained the underweight group, the subscale of ideal athletic body, statistically higher scores than the other two groups. We can say that at least in this study population there is a great appreciation for the athletic body.

Another also mentioned fairly standard of beauty is the thin body, remembered especially by adolescent group on weight:

They [the soap opera actresses] are so skinny, cutesy, perfeitinhas. I wish I had that body (OW1).

I think the hideous 'panicats', seem men, creed! Beautiful woman have to be skinny (OW2).

The fat woman is ugly, has cellulite is disgusting. God forbid I be fat one day (E3).

However, it should be noted that there are lines that indicate highly variable patterns of beauty, or even to the absence of standards of beauty:

There are some that are cute skinny, but also has a chubby who are well perfeitinhas (E4).

I think there are several types of beauty: a more chubby - call tasty, more skinny - type model, and the normal (OW3).

I think the beautiful chubby women, but she needs to learn to dress. That chubby girl who dresses badly, that leaves the midriff, is common (LBW3).

As the understanding of the vast majority of these teens there is a standard of beauty (be it a slim body, athletic, or variable), it is expected that these adolescents seek for ways to achieve this standard. Thus, 25 lines identified in this regard.The medium most often cited as a way to meet this standard is directly related to the ideal athletic body. Most lines points to the realization of bodybuilding:

I do not think I'm ugly body, I'm just lean. I will start the academy to give that pressure (LBW4).

I guess I really wanted to get lean and body. Next week I'll receive money and enroll in the academy [...] (LBW5).

They [her friends] spent the day working and the night came when left to go to class to go thrash (OW4).

While bodybuilding is a physical activity that can contribute to a healthier body, it must be questioned when it becomes held for the sole purpose of achieving a culturally imposed standards of beauty. It is no coincidence that the second most cited means to achieve the ideal body is the use of supplements and even illegal use of anabolic steroids and psychotropic medications:

Oh teacher, I would rather anabolic. Because I have so much prejudice in my body, I am very lean (LBW6).

Next week I'll receive money and enroll in the academy and buy supplement. Why does no good to work out and not take supplements (LBW5).

The my friends take a medicine to take the hunger, but I did not dare take. So they are thin and I am fat (OW5).

Besides weight training and steroid use were cited two more artifices in pursuit of the ideal body: the realization of diets - mentioned as something commonplace in the lives of adolescents and the realization of plastic surgeries - cited as a more distant dream:

I've got to the point of eating only "this here" [representing his hands an amount of about one tablespoon] of food (OW6).

I would yes, but it's a nose job. [...] I think my ugly nose, and I was crazy about surgery (E5).

Regarding the pressure to find that beauty justified because the girls need to be pretty. Result similar to Stenzel (2004), when they say they need to be beautiful to have prestige in society. In addition to physical attractiveness plays a key role in society, culturally there is a consensus of beauty and it follows the feeling and the desire for attractive people (Hirata, 2009). We found 35 speeches about the sustained pressure.

Here you have to be beautiful yes. If you are looking for a job count for much, boyfriend too (E6).

We women like to be admired (OW7).

Surely women suffer more pressure, I wanted to be born was male (E7).

The pressure is increased upon women and those with over weight. According to Tiggemann (2005), people who are over weight have a negative connotation in society and their condition can lead to low self-esteem, being labeled as lazy and stigmatized by society. Some lines go in this direction:

Woman is over this thing to be more beautiful than the other, like to compare more (OW8).

During recess always make joke with us [adolescents about weight]: 'the boot of her meals in a bowl' or 'hardly eats fagot'. I'm feeling awful. And the worst are the nicknames 'chubby', 'stopper pit', 'puppy whale' ... Makes me want to disappear (OW9).

We recorded 22 statements about social influence in shaping the ideal image. When questioned about the influences, we see that the media, even if subjectively, is the most influential standard of beauty.

It is a standard thing: all of them [the actresses Malhação] have almost the same body. All should be cutesy (E8).

They [the soap opera actresses] are so skinny, cutesy, perfeitinhas. I wish I had that body (OW1).

When you look at a magazine or just have skinny hot woman (OW11).

Although the media exert their influence on mass, parents and friends have a considerable share of influence in the formation of body image. Some authors have shown that the perception of body image pairs have the other one was antecedent to body satisfaction and self-esteem of adolescents (Dohnt and Tiggemann, 2006).

I would yes, but it's a nose job. Because my own mother left me well. Known since childhood she said that my nose is ugly, said that when I did not do it 15 years birthday, she would give me a surgery of this. I thought my cute little nose, now I think my ugly nose, and I was crazy about surgery (E5).

With regard to dissatisfaction, 26 recorded speeches. There was no testimony showing that young would be completely satisfied with their bodies. Low weight group they are dissatisfied with the thinness and would like to overestimate their weight, this group in particular, the desire for athletic appearance proved evident.

I guess I really wanted to get lean and body (LBW5).

I do not think I'm ugly body, I'm just lean. I will start the academy to give that pressure (LBW4).

I always had 45 pounds. Teacher, my dream is to have 49 pounds. But're very difficult (LBW7).

Looks teacher. I like such as and not gain weight. I wanted to at least fill my jeans (LBW8).

Because I have so much prejudice in my body, I am very lean (LBW6).

Already the adolescent group about weight are not satisfied with their bodies and seek to deduce their body weight.

Honestly I do not suffer so much pressure to be beautiful no. But I'd like to reduce my belly, this dobrinha're seeing here? (E9).

I hate when I have to buy clothes, sometimes I get angry [at not finding clothes the right size] and not buy anything (OW10).

Therefore, the qualitative analysis of the statements of teenagers corroborates the findings of our previous study with the questionnaire SATAQ-3. Found through focus groups that adolescents from all three groups of body mass are influenced in the formation of an ideal standard of beauty. We have also seen that dissatisfaction with one's body is no longer the exclusive presenting with about weight being given to the increasing importance of optimal athletic body primarily responsible for influencing the attitudes of teenagers, especially those of low birth weight.

Therefore, the qualitative analysis of the speeches of adolescents confirmed the findings of Souza, Souza and Catunda (2014) with the application of SATAQ-3 questionnaire. We found through focus groups that adolescents of all three body mass groups are influenced in the formation of an ideal standard of beauty. We have also seen that dissatisfaction with one's body is no longer exclusive to who present with weight on, with the growing importance given to the athletic ideal body primarily responsible for influencing the attitudes of adolescents, especially low weight.

FINAL THOUGHTS

We found that body image is a perception that the individual makes of himself, may or may not correspond to reality and creating conflicts in his personality. Body image is especially influenced by the media, parents and peers, and teenagers, in search for social acceptance, are the most affected in the search for ideal image. In this study, physical activity, especially weight training, was the most cited means to achieve the ideal body, which would be a plus if the teenagers seek with this activity improve health and fitness. But, in general, adolescents with weight on seeking become more lean and underweight seeking an athletic body, targeting both groups achieve a standard of beauty culturally tax.

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Clemente e Silva street, 800 – Mondubim
Fortaleza – CE.

SPEAKING OF ADOLESCENT FEMALE GENDER OF A PUBLIC SCHOOL ABOUT THE FORTRESS OF AESTHETIC STANDARDS CULTURALLY TAXES TO BODY

ABSTRACT

Adolescence is a stage of life characterized by the transition, conflicts and body dissatisfaction which enhances psychological disorders, concerns about weight and appearance.The pressure to have the perfect body exerted by the media, family and peers, undertakes the training of young people who are taken to internalize ideal unattainable beauty. These aspects are compounded taking into account that another striking feature in adolescence is the difficulty in expressing their emotions. Given this situation, the present article intends to contribute to the discussions, demonstrating an understanding of the adolescent participants of a study using focus group in a public school in Fortaleza on the imposition of lean and athletic aesthetic standard. The research universe was formed by teenagers of high school in the morning and afternoon shifts. The option for females was due to the fact that the woman's body to be more susceptible to aesthetic standards imposed by society. We take anthropometric measurements and calculate BMI. The students were divided into groups according to BMI, using the percentiles 15 and 85 for each age group. Adolescents with BMI values below the 15th percentile were organized in the group of "stunted" adolescents with BMI between the 15th and 85th percentiles were considered "well-nourished", while adolescents with a BMI above the 85th percentile were classified as "group on weight ". We conclude that physical activity, especially weight training, was the most frequent means to achieve the ideal body and adolescents on weight sought become more lean and underweight worship an athletic body to approach the beauty standard culturally acceptable.

KEYWORDS: Body image. Teens. Focal group. Aesthetic standard.

DISCOURS DE JEUNES DE SEXE FÉM UN ÉCOLES PUBLIQUES AU FORTERESSE DES NORMES COSMÉTIQUES CORPS D'IMPÔTS CULTURELLEMENT

RÉSUMÉ

L'adolescence est une étape de la vie caractérisée par la transition, les conflits et l'insatisfaction du corps qui améliore les troubles psychologiques, concernant le poids et l'apparence. La pression d'avoir le corps parfait exercée par les médias, la famille et les pairs, se engage la formation des jeunes qui sont prises pour internaliser beauté idéal inaccessible. Ces aspects sont aggravés en tenant compte du fait que l'autre caractéristique frappante à l'adolescence est la difficulté à exprimer leurs émotions. Compte tenu de cette situation, le présent article entend contribuer aux discussions, démontrant une compréhension des participants adolescents d'une étude utilisant un groupe de discussion dans une école publique de Fortaleza sur l'imposition de la norme esthétique maigre et athlétique. L'univers de la recherche a été formé par des adolescents de l'école secondaire dans la matinée et l'après-midi changements. L'option pour les femmes était dû au fait que le corps de la femme à être plus sensibles aux normes esthétiques imposées par la société. Nous prenons des mesures anthropométriques et calculer l'IMC. Les élèves ont été divisés en groupes selon l'IMC, en utilisant les percentiles 15 et 85 pour chaque groupe d'âge. Les adolescents ayant un IMC au-dessous du 15e centile ont été organisées dans le groupe des "faible poids de naissance", les adolescents avec un IMC entre 15 et 85 percentiles ont été considérés comme "poids normal", tandis que les adolescents ayant un IMC au-dessus du 85e percentile ont été classés comme groupe "sur le poids ». Nous concluons que l'activité physique, en particulier la formation de poids, était le moyen le plus fréquemment pour atteindre le corps et sur le poids idéal adolescents cherché deviennent culte plus maigre et sous-pondération un corps athlétique d'aborder la norme de beauté culturellement acceptable.

MOTS-CLÉS: l'image du corps. Teens. Groupe de discussion. Norme esthétique.

DISCURSO DE ADOLESCENTES DE GÉNERO FEMENINO DE ESCUELAS PÚBLICAS SOBRE LA FORTALEZA DE LAS NORMAS DE COSMÉTICA CUERPO DE IMPUESTOS CULTURALMENTE

RESUMEN

La adolescencia es una etapa de la vida que se caracteriza por la transición, los conflictos y la insatisfacción corporal que mejora los trastornos psicológicos, las preocupaciones sobre el peso y la apariencia.La presión para tener el cuerpo perfecto ejercida por los medios de comunicación, la familia y los compañeros, se compromete a la formación de los jóvenes que se toman para internalizar belleza inalcanzable ideal. Estos aspectos se agrava teniendo en cuenta que otra característica notable en la adolescencia es la dificultad para expresar sus emociones. Ante esta situación, el presente artículo tiene la intención de contribuir a las discusiones, lo que demuestra una comprensión de los adolescentes participantes de un estudio con grupos focales en una escuela pública de Fortaleza en la imposición de la norma estética delgado y atlético. El universo de la investigación estuvo formado por adolescentes de la escuela secundaria en los turnos de mañana y tarde. La opción para las mujeres era debido al hecho de que el cuerpo de la mujer a ser más susceptibles a los patrones estéticos que impone la sociedad. Tomamos las medidas antropométricas y calculamos el IMC. Los estudiantes se dividieron en grupos según el IMC, utilizando los percentiles 15 y 85 para cada grupo de edad. Los adolescentes con IMC por debajo del percentil 15 se organizaron en el grupo de "bajo peso al nacer", los adolescentes con IMC entre los percentiles 15 y 85 fueron considerados "peso normal", mientras que los adolescentes con un IMC por encima del percentil 85 se clasificaron como grupo "en el peso ". Llegamos a la conclusión de que la actividad física, especialmente el entrenamiento con pesas, era el medio más frecuente para alcanzar el cuerpo ideal y adolescentes en el peso buscaron el culto vuelven más delgados y con bajo peso un cuerpo atlético de acercarse a la norma de belleza culturalmente aceptable.

PALABRAS CLAVE: Imagen corporal. Adolescentes. Grupo de enfoque. Estándar Estética.

O DISCURSO DE ADOLESCENTES DO GÊNERO FEMININO DE UMA ESCOLA PÚBLICA DE FORTALEZA ACERCA DOS PADRÕES ESTÉTICOS CULTURALMENTE IMPOSTOS AO CORPO

RESUMO

A adolescência é uma fase da vida caracterizada pela transição, conflitos e insatisfação corporal que potencializa distúrbios psicológicos, preocupações com o peso e aparência. A pressão para ter o corpo perfeito exercida pela mídia, familiares e pares, compromete a formação das jovens que são levadas a internalizar ideais beleza inatingíveis. Esses aspectos são agravados levando-se em conta que outra característica marcante na adolescência é a dificuldade em expressar suas emoções. Diante desse quadro, o artigo que apresentamos tem a intenção de contribuir com as discussões, demonstrando a compreensão das adolescentes participantes de uma pesquisa utilizando grupo focal em uma escola pública de Fortaleza sobre a imposição do padrão estético magro e atlético. O universo da pesquisa foi formado pelas adolescentes do Ensino Médio nos turnos da manhã e tarde. A opção pelo gênero feminino deveu-se ao fato do corpo da mulher estar mais suscetível ao padrão estético imposto pela sociedade. Tomamos medidas antropométricas e calculamos o IMC. As alunas foram divididas em grupos de acordo com o IMC, utilizando os percentis 15 e 85 para cada faixa etária. Adolescentes com valores de IMC abaixo do percentil 15 foram organizadas no grupo de “baixo peso”, adolescentes com IMC entre os percentis 15 e 85 foram consideradas “eutróficas”, enquanto adolescentes com IMC acima do percentil 85 foram classificadas como do grupo “sobre peso”. Concluímos que a atividade física, especialmente a musculação, foi o meio mais citado para atingir o corpo ideal e as adolescentes com sobre peso buscaram ficar mais magras e as com baixo peso cultuam um corpo atlético para se aproximarem do padrão de beleza aceito culturalmente.

PALAVRAS-CHAVE: Imagem corporal. Adolescentes. Grupo focal. Padrão estético.