28 - THE AESTHETIC AND AESTHETICISM OF THE BODY

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The bio-medics sciences actually occupy the place left by religions, philosophic and moral discourses into contemporaneous world. The knowledge their orients body industries, whose imperatives, in name of the life, of felicity and of the health conquests marked and minds of the women and men. The care oneself and appearance productions, second belief diffused - that the quality of the muscle involucres, the pelt textures and the hairs colors revels the success grade for their proprieties. In Rio beach, wrote Stéphane Malisse, the persons appear "covered by a body over, as if were a muscle vestment used over the fine pelt and stretched". It is bodies in permanent productivity that working the physical forms, sometime, their exhibition of the results to presents - for others. (Goldemberg, 2002. P.11-12).

Can us to think that the esthetic discourse is narcissism culture. This concept to fit in, very well, on segments of people media class obfuscates by illusions physical perfection, crushing by proliferation of the imagines, therapeutics ideologies and consumes. In that social segment, body and fashion are fundamental elements for life stile, and the preoccupation with appearance is carried of personal investment. Women and men media proclaims transformations that their bodies suffer on magic hand plastic medics, dermatogens specialist, personal trainers, nutritionist and others rejuvenescence and embellishment professionals. The industry cosmetic, physical exercises, artifices of the fashion, no there is excuse to be "out of form". Each oneself is consider responsible and culprit for yours youth, beauty and health: only is ugly who want and only is older who no care. Each oneself must search the imperfection that can and apply to be corrective. The body is surround of biggest investment (time, money, more others). No exist fat and ugly persons, just lazy individual, could to be the slogan of the body marked. This manner, between to be obese and to be lean, put on check the means to reach the physical form what is health and what is sick into esthetic discourse of the body

The research "A*esthetic and the Aestheticism of the Body*" revels a banal urban theme. It make part of the referential quotidian speaks of the women and men: the beauty cults and the good form, lean body and tall, mailed, without adiposity and cellulite - on judgment between the good, the bad and the ugly esthetic and corporal culture is rise an modernity. The transfiguration body images is the ask that will receive treatment here, whose approach sociologic to aim at the reflection about three parameters:

1) The leanness and entail with corporal esthetic as concept of the beauty show incidence of girls and women to up models professional into Paraná province and it relation to cultural factors. The discourses to go since small cities at metropolis to be "Top", to stay "Top". But how to arrive at esthetic perfection this parameter us carry ask what's to be obese or to be lean on social imaginary To be perfect esthetic appear impossible, as woman as men are extremist and insatiable in search physical form - it's can appear as false health false measures. The search by acceptable social body transformed it an obligation. Many professional categories are put in to battle of the esthetics compensation through of one powerful sector - the beauty industry. In the fabrication of body, advise older and new are change. The utilization of Gymnasium academy as auxiliaries for treatment and, moderns clinical corporal models and rejuvenescense, equipment and technology show efficient results the compromise of transformer witch to fairy transfigure the image that we have of the reality - the perfect feature or, how your want, the "perfection", impost by media flow out dimensions.

2) The athletic form performance and efficiency evidence the Olympic Gymnast equips concentrate on Curitiba city, Paraná, Brazil. Revels the roman faces - training and it abdication (07 seven hours all days)- girls submits to concentration champs diets. That risk the neck and the life in infinity of jumps that, no by chance, tall it mortals. That aback the development of the own body and that, by fine, already accustom her with the ache, since the contusions these sport are commons because of the higher impact and risk.

3) The third parameter we insert one group of indigenous women under ask us the slim stile, slender an the leanness cults are equivocate kinds of the white men fashion world In "Indigenous Beauty 2004" Concourse idealized by Indigenous Pastoral and realized in Guarapuava city, interior of the Paraná province technology, clothes, ornament, made up face, corporal form, care with color faces and the body beauty revels white woman influences, incorporate by indigenous woman in the dissemination of the body cultures. A body that, enjoy by originality of "forest woman" - extinguished into collective She left to show the characteristic form and persecute distance models to real when they're tangential with social imaginary man world.

The relevance this research is on comprehension of the esthetic discourse and the relations with body construction - the central aim is to map singulars and determinates factors between groups (gymnasts, models and indigenous women) to comprehension the esthetic discourse, the sport and body and art transformations, pass by questions that put limits between the health and the sick. The "A*esthetic and the Aestheticism of the Body*" is a study that will be construing to around of the simply ask: how the esthetic models establish it inside fashion, sport and in quotidian What do we want speak, is that in a sociological and historical, particular install contexts, in that the traditional productions middle of identically the family, the religious, the politic, the work, and others they are debilitated - thus is possible to imagine that, many people or groups would be appropriate their of the body as the expression middle to subjective representation of the - self

Norbert Elias give us a clue for think about instauration paradoxes "esthetic moral" in one moment that all to carry believe that the conquest of the corporal liberty, in special by women, don't have precedents. For defender the thesis of that, in the course of the civilizing process of the costumes, the moments of the moral slackness apparent occur inside context of one high grade of the control will be expected, inside of particular civilized standard of the conduct Elias utilize for exempla the use of the bath clothes. According with him, the bodies in exposition had exigency much major, as by part of the men and as women, also the major auto-control with respect to passion, of the that when the decorum hidden it. (Elias; 1990). This reflection line, have the focus in the apparent liberation of the bodies by it actual omnipresent in the published, into quotidian interrelations, it have behind a civilizing process that emerge and legitimate on series bodies esthetics.

The works of research began 2004 in Pos Graduation Program Pos Doctoral Stage in State University of the Campinas Superior Physical Education School, and I'm Collaborate Researchers sob the tutor of the Doctor Maria Beatriz Rocha Ferreira. *Esthetic Discourse of the Body* include three femme groups, been two from its with similar characteristics the corporal specifics date of the Brazilian Selection of Artistic Gymnasts and Paraná Province models, when both utilize them of the body for professional realization - the gymnastic equip have them concentration in Sportive Excellence Center in Curitiba city Paraná capital and the femme models of the soul region of the Brazil are having success in Europe, place that valorized the differential beauty them. The third group indigenous women revels us that in the begun of the research - they don't were insurer in a professional specialization, too less, include some esthetic standard. The first view, we put indigenous women with

an alien group. After some preliminaries observation, we verify that the connection specificities at others two groups, no will be so distance, observe:

- The preoccupation with future of the own people in the culture of habits, costumes and tradition;
- The acquisition of a profession the access at assets and services of the education, work and inhabit, all this depend of technologies each time more advanced, cant their permanencies standing still in front on the modern day and; by end;
- The health for adults and older and the esthetic and the fashion for young the quality of life down in to Indian settlement infantile mortality, alcoholism, obese and at the same time nutrition default, precarious condition of the hygiene contrast with the dreams of the indigenous young at insert into society that tract their as outsiders as "*Indian*".

This research revel the distinction between three groups of the women of same country (Paraná Province). The social, economic, politic and cultural differences, this women are discrepant an abysm. However, what do the union them, isn't only their pertain at same gender, but believe us to be the "Ae*sthetic and the Aestheticism of the Body*". The anchorage point is the own esthetic discourse and depreciation this - in the changes occurred in the forms and the inherent relations at construction of the body. The corporal forms dictate by social valor, whose representation cultural groups instituted human standard of the tall, completion models, divulgate in media, offer size and measures catalogue between the mignon and the slim. Extreme kinds, as the medium is mediocre - the measures false of the body to become visible in defaced mirror between at health at sick.

2.0. Preliminary Analysis

2.1. Body and Modern-day

The body is fashion what a day was the top of the envy; Leonardo Da Vinci expressed in art, today is modern sick! The artificial changes in form, in dimension and in surface of body practice by so all peoples appear to be the more new moral of the good form the exposition of the body, isn't exigency for the person the control of the passions, but also the auto-control of the physical appearance them. The decorum, that before appear put limit to no exposition of the nude body, concentrate now in the observance of the rules for exposition itself. Can us to say that the subjacent rules at exposition actual of the bodies are of esthetic order. To reach the ideal form to put in exposition the body without you are ill at ease, is necessary invest in the volition force and auto-discipline, tell attention the femme and male magazines. The auto-control of the physical appearance is each time more estimated. It promise one abdomen with salient buds or firm buttock and free of the cellulite, claim it "discipline in eat and in sleep, only as you will make immediate contact with the world in big form". (2003)

Believe us that the society no some molder and shape the bodies in itself ambit the persons incorporated in the life culture: the sensation, perception, passions, feelings and the corporal experiences that are participated cultural power are standardized the conscience of the others bodies and the conduct as this conscience relations with themselves. Thus, the conduct elaborate by culture main to that to pay attention to own body and to look for itself when we are in some ambient that include the others presence, this manner, the body is acknowledged with culture a expression of itself basic theme or right a comprehension of any body us give a comprehension of the materiality culture. Under these conditions, ask us why does esthetic is important the beauty is illusion would be itself refuge or escape for the rationalize for machine man of the modernity The rediscover of the esthetic can be motive for human lose of the human in man, or been, in this demolition, the man lose the ration and turn himself universal abstract concept of the image "body": fantasy or ghost

2.2. Sport and Body

Is longer to be coincidence that the Olympic gymnastic, since that it come, acrobatic stage, by around of years 70, it had been a specialty of the countries that living sob dictatorship, as the ex-Soviet Union and the nation around it. With the diffusion in Occident, the practice this sport stands a few less Spartan training. But yet demand unmeasured sacrifice, in especial when known us that hers participle are children. Daiane dos Santos, Brazilian Selection Gymnastic, world champions of the exercises of the soil, fan of the Nadia Comaneci that in Montreal Olympic Games, 1976, divided the Olympic gymnastic in one before and other time after. Went Nadia Comaneci that turn Daiane dos Santos possible On pre-Nadia period, were valorized in the soil exercises - the grace of the movements and the technique perfect. Appear more a ballet dominated by athletes of the west Europe that made stage in Bolshoi. Daiane should to be impossible! With 21 years old, went of the peripheries of the Porto Alegre city, Soul America, Brazil, that no have contact with the classic dance in infancy, neither same participle of the other sport, at 12 years Daiane began the gymnastic and today is national represent of the eccentric artistic gymnastic. The national equip training in middle seven hours by day, of the Monday at Saturday in rude routine, as exemplify one day of the life of the athletes of the Brazilian Selection of the Olympic Gymnastic, in Curitiba:

- 7:00a.m the gymnasts awake.
- 8:00a.m the training begin punctual. Take the measure of weigh (first weighing of the day) under the Oleg Ostapenko eyes.
- 9:00a.m the gymnasts make ballet class by Nadiia Ostapenko.
- 9:30a.m begin the series of the individual exercises in the equipments (repetitions of the series, performance of the movements, rhythm and sequences, etc…)
- 12:00md after the first period of training, the five gymnasts eat chicken with salad in the lunch, that have place in the house where four them lived, follow of the technical Nadiia Ostapenko. The girls upper of the weight (two them) are oblige to eat in to gymnasium under at view of the others technical.
- 13:15p.m the athletes have particulars class in the own dependence of the sportive conjunct where realize the training.
- 15:00p.m before of the second period of the training, the gymnasts were oblige at weight (second weighing) bad result, the two athletes continuum with excess of the weigh begun the other part of the training.
- 16:30p.m Ana Paula Rodrigues to do torsion in the anklebone, but continued training, between one series and other she cried.
- 18:00p.m finished the training and all for medic exam. The physiotherapies room was lot.
- 19:00p.m Daiane go to Physical Education University.
- 23:00p.m All should to be sleeping.

The gymnasts eat the sufficient for repair the forces, without to fatten neither one gram nothing prejudice a gymnasts as the weight oscillation her. A variation of the 500 grams can bring biggest difficult in the exercises, say Irina Ilyaschenko. The Olympic Gymnastic is a sport that takes chocolate of the children. But it already went much worse. After twenty years, it is practiced under the vigilant eyes of the medics. The rigid control of eat, hunger and appetite also have a medics reason. More of that excess is fundamental attention for default. Washington University Researchers (USA) sailing that this sport the major perceptual of the participle with alimentary disturbers as anorexia and bulimia. Have the athletes in regime of the concentration is a form of the minimized the problem. In the began of the years 90, when the United States resolve battled by Olympic Gold Medal their would have that contract many technical of the West Europe, the alimentary disturbers exploded between the participle of the Olympic Gymnastic. The American wind by equip em 1996, in the leadership was under hand of the Bela Karoly, reveled of the Nadia Comanecci. Many athletes not achieved, as Christy Heinrich she

death anorexic in July 1994. The American experience humanized the sport the model of the new phases is the Russian Svetlana Khourkina, the Gisele Bundchen of the gymnasts with atypical tall of the 1.64m and the beauty face, make fortune in publish marketing. Is not facile to arrive at Khourkina. Same with all humanized of the sport, the challenger are each time majors a sport for few children by determination, sacrifices and exigency.

Considerations about Body and Quotidian

The aesthetic is constituted of the proprieties and factors that justify the relation between the stile of the life of the Brazilian people and the mass popular force in special contours: in register and in comprehension of the form by that the society constructs the instances that form the habits, creed, passion, conduct and it auto-image. In the comprehension of the fashion phenomenon, disseminated by printing press, clothespress, press, newspaper, magazines, periodical collectively, inside in popular culture the atmosphere of the different corporal forms of one society that were united for one cultural tradition about the beautiful body and beauty of the race, color and sound of the Brazilian woman. Brake costumes and tradition and reigns the standard of the slenderness. Make us of the literary referential fonts of the research to will be explore: in the manifestation of the adhesion, in the affection, in the dedication, in the cohesion, deep cultural valor and singulars individual like, revels parts for the inter-relation of the cultural circulate in around of the esthetic “links” that its can sustain the understanding of the cultural factors that induced regional models challenge the national tradition and establishment the world preference in the exploration of the corporal models extern at Body Brazilian Culture.

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Abstract

This essay constitutive a approach of the understanding of the part culture Brazilian's Indians people into concept white men. The subject here is the esthetic between “Beauty” and the “Savage” its colors and punctual forms potential zed by surprise of the beauty art, so in the ornament and adornment witch in the exposition of the body's nude, decorates, paints, non-mystified into nature, however, mythified into form of the literature.

Key Words: aesthetic, aestheticism and body

Resumen

Este ensayo constituyó un abordaje del entendimiento de parte de la cultura del pueblo indígena brasileño in concepto del hombre blanco. Tratamos aquí del estético entre el “Bello”y o “Selva gen”, las colores y las formas puntuales potencial izadas pela sorpresa del una Bela arte, tanto nos ornamentos y aderezos como in exposición de los cuerpos desnudos, engalanados, pintados, naturalmente desmistificados, mientras, mitificado en la forma de la literatura.

Palabras Chávez: estética, esteticismo y cuerpo.

Resumo

Este ensaio constitui uma abordagem de entendimento de parte da cultura do povo indígena brasileiro no conceito branco. Tratamos aqui do estético entre o “Belo” e o “Selvagem” suas cores e formas pontuais potencializadas pela surpresa da arte, tanto nos ornamentos e adereços como na exposição dos corpos nus, enfeitados, pintados, naturalmente desmistificados em seu pudor, em sua composição, entretanto mitificados na forma de literatura.

Palavras Chaves: estética, esteticismo e corpo.