

Gendered representation of body image

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Gender Representation of Body Image Annotated Bibliography Botta R. A. (2003). For Your Health? The Relationship Between Magazine Reading and Adolescents' Body Image and Eating Disturbances. *Sex Roles*, Vol. 48, 389-398.

Botta's article examines how magazine reading affects the adolescent's body image and eating disturbances. The author argues that female adolescents are more prone to body image disturbances than male adolescents.

However, studies have begun investigating the increased prominence on muscularity for men. Botta's established that magazine reading, critical body processing, and social comparisons are vital predictors of eating disturbances and body image for both adolescent boys and girls. This is because fitness, sports, and health magazines provide meaningful training grounds for the importance of slimming and gaining muscles, including the methods to acquire perfect bodies.

Frith K. T, Cheng H, Shaw P. (2004). *Sex Roles*, Vol. 50. Race and Beauty: A Comparison of Asian and Western Models in Women's Magazine Advertisements, 53-59.

Frith et al. are determined to investigate how women, from different cultural backgrounds, are depicted in the advertisements. The authors argue that portrayal of women, in advertisements, has strongly been emphasized by studies, in Europe and the U. S., which does not provide a full description of how women are depicted in magazines across different cultures. The authors established that demure dress was common across different cultures, and Western models were often depicted in seductive dresses than Asian women. Additionally, Western women are commonly used to advertise clothes while Asian women frequently advertise skin and hair beauty products. This is <https://assignbuster.com/gendered-representation-of-body-image/>

because Islam, which is the dominant religion in Asia, bars women from exposing their bodies.

Kang M. (1997). The Portrayal of Womens Image in Magazine Advertisements: Goffmans Gender Analysis Revisited . *Sex Roles*, Vol. 37, 979-997.

Kang, in this article, focuses on determining the gender behavior patterns, which are commonly portrayed in magazine advertisements between 1979 and 1991. The author argues that magazine advertisements since 1990's show more stereotyping of women than those of 1979. In reviewing Goffman's gender analysis, he established that the image of women, in 1991 magazine advertisements, did not significantly change from the image of women, in 1979 magazine advertisements. However, he found out that distribution of stereotypical portrayal of women did change. This is because the cultural norms, in the early 1990's, which barred women from exposing much of their body parts became ineffective as fashion changed. This gave women a chance to pose for photos in dresses that reveal much of their body part.

Malkin A. R, Wornian K, Christler J. C. (1999). Women and Weight: Gendered Messages on Magazine Covers . *Sex Rles*, Vol. 40, 647-655.

Malkin et al. examine the gendered messages that are related to bodily appearance. The authors show that the 19th Century magazines categorized magazine covers in accordance to gender of the reader and cover pages were reviewed using guidelines designed to analyze text and visual images. They established that 78 percent of women magazines cover contained messages pertaining bodily appearance while male magazine covers did not. Additionally, 25 percent of magazine covers contained conflicting ideas
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about dietary habits and weight loss. This is because women are more interested in checking their body weights, unlike men who read magazines for entertainment, and expanding activities, knowledge and hobbies.

Salk R. H, Engeln-Maddox R. (2012). Sex Roles. Fat Talk Among College Women is Both Contagious and Harmful, 636-646.

In this study, Salk et al. experimentally manipulated fat talk among college women to determine its impacts on a woman's perception of body state dissatisfaction, sadness, and guilt. During the study, the authors established that not all women were interested, in fat talk, and this did not depend on their body sizes. However, the results showed indicated that participants, who accepted to engage in fat talk reported higher levels of confidence with their body status than those who declined participating in the talk. This is because those who were unsatisfied with their body states were guilty of talking about body fats.

Spitzer B. L, Hernderson K. A, Zivian, M. T. (1999). Gender Differences in Population Versus Media Body Sizes: A comparison Over Four Decades. Sex Roles, Vol. 40 , 545-561.

In this article, Spitzer et al. were determined to establish gender differences in population in relation to the media body sizes. They used samples collected from modeling agencies. They hypothesized that the images depicted in magazines influence the body appearance of different communities, in different ways. They found out that, in 1990's, the body appearance of an average young adult, in North America, became relatively different from the images depicted in the magazines. Additionally, the body appearance of teenagers aged between 18 and 24 years were quite smaller

than those depicted on the media. This is as a result of the differences, in the socio-cultural expectations, for both males and females.