

# Should models with extremely low bmi not be exposed on public media

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Introduction There has been a misconception around the world especially among young people where they associate weight with beauty. People usually perceive being skinny as beauty while they consider having a lot or some weight as not being beautiful. People should differentiate weight from beauty since they are not related in any way whatsoever. The fashion industry can be blamed for the perception about weight and beauty which is common in young people. Fashion houses and developers usually use skinny people to model their products hence incepting the idea that in order for one to be beautiful they must be skinny. This paper will use Consequentialist (Utilitarian) Ethicist and Kantian Deontologism theories to show how the fashion industry should be governed to ensure that the notion of beauty and weight which are common in young people. Hence, the use of models with a low body mass index should be prohibited from all fashion shows and advertising within the fashion arts. First of all many people will argue that the above statement is wrong because it stipulates that all model who are skinny should not be prohibited from fashion shows and advertisement hence making a lot of people to loose their source of income. Having a low body mass index does not necessarily mean that someone is skinny. Have a low body mass index means that one's weight is negatively proportional to their height which is unhealthy. The consequentism theory of utilitarian ethics can be used to support the above thesis statement. The theory stipulates that to determine if something is right or wrong ones should consider the consequences that result from such an action. When one

considers the fashion industry very tiny girls are usually used to advertise new fashion trends that usually have a huge impact on young people. For instance, a survey done among models in the United States of America revealed that most young girls who are professional models usually use their fingers to make them vomit in order for them to maintain their small bodies for modeling (Golden, Peterson & Kramer 2009). To make matter worse models have been known to reveal during interviews on national television and radio that they use their fingers to induce vomiting as a skill to ensure their bodies remain in shape. This has resulted in many young girls doing the same in order for them to feel beautiful since their role models do the same. It has also resulted in many suffering from Anorexia where one uncontrollably desires to lose weight thus putting their lives at risk. It is due to this reason that governments should models with low body mass index not to be shown on public television. This inducing of vomiting to ensure one is skinny is very dangerous since it results in malnutrition problems among the youth making them weak hence exposed to opportunistic infections which might be fatal hence the consequentialism theory of utilitarian ethics supports the thesis statement because if a government takes the action of prohibiting such models from being exposed in public media, then will result in positive consequences such as a healthier young generation. Another theory that can be used to support the thesis statement is the theory of natural law. This puts forward the notion that one should discover good or bad principles by rationally reflecting on human nature. This means that one should determine what is good or bad by considering whether it affects positively or negatively on human nature. For example, it is not in human

nature to eat food then instead of digesting it one willingly vomits the food to ensure that they stay skinny thus beautiful. Hence by considering this governments should ban all models with low body mass index from being shown in public media since they result in actions among young people that are not consistent with human nature in order to ensure that they are beautiful. Conclusion Low body mass index model have often resulted in negative consequences in young people especially girls. This is due to the fact that these models install the idea in young girls that one has to be skinny in order for them to be beautiful. It is important for the government to ensure that it protects the youth by ensuring that models with low body mass index are not displayed on public media. If it does not do so, then conditions such as bulimia, depression and anorexia will continue to increase among the youth. Reference Golden, R & Peterson, F & Kramer, G.(2009). The Truth about Eating Disorders. New York: Infobase.