


DOI: [10.71854/soc.2024-1127414](https://doi.org/10.71854/soc.2024-1127414)

The tendency of women to turn to body management: cultural approaches, causes and challenges "Study case: women of districts 1and 17of Tehran ."2020-2021


Maryam Vahab

Ph.D. Candidatw of Sociology. Science and Research Branch, Islamic Azad University, Tehran, Iran

0009-0009-7320-1296 


Mehrdad Navabakhsh¹

Professor, Department of Social Sciences, Science and Research Branch, Islamic Azad University, Tehran, Iran

0000-0002-3028-7458 

Soroush Fathi

Associate professor of Department of social sciences, West Tehran branch, Islamic Azad university, Tehran, Iran

0000-0002-4673-9594 

Detailed Abstract

Introduction

The concept of the meaning of the body can be recognized through the passage of history and through the change of taste in human society. In our country, even though we have experienced entering the modern world, the subject of the body has retained its traditional status. Studies show that historically, compared to men, women have been more careful about their beauty and appearance and what they see and have shown more sensitivity and attention. This situation has recently increased in Iran, especially in urban areas such as Tehran and other big cities. From a cultural point of view, the body is of particular importance because the developments in various areas of our society have faced severe changes and the transition from traditional society to modern society. In recent decades, Girls and women have given the importance of physical fitness as a measure of body beauty serious attention, and the action to follow a diet to achieve physical fitness has caused concerns for some Iranian girls and women, but this has serious consequences that mental health and it has endangered their physical health. On the one hand, they are exposed to advertisements from the media, and on the other hand, they follow strict diets in pursuit of ideal weight. Being in this situation has caused many of them to face severe problems in the most sensitive period of their lives.

Therefore, the main question in this research's discussion of body management is: What are the cultural factors affecting women's body management? And what cultural dimensions affect women's tendency to body management?

The main goal of the research is to explain the sociological causes and cultural factors that have influenced women's approach to body management in recent decades in Iran. Other

¹ Corresponding Author: navabakhsh@srbiau.ac.ir

goals are to identify the impact of cultural factors such as religious beliefs, commercial advertisements, and media consumption on women's approach to body management. It will be body management.

Theoretical framework

Cultural anthropology studies human culture and society. It investigates the social and cultural differences and similarities of various societies.

Margaret Mead states that our societies train us to keep our bodies out of our minds. He emphasizes the necessity of understanding traditional values and structures, especially those related to the body. Shepherd and Locke introduce three perspectives on physicality in cultural and social anthropology. While Douglas speaks of the bodily origin of representation and Foucault of the body as a product of representation, phenomenology speaks of a process instead of the body as an object. Phenomenological approaches to the body in anthropology consider it a subject for research and analysis. Still, they also seek to develop a more dynamic research framework that tries to obtain a view of the body and the world in all its immediacy and mediation. Feminist sociological approaches, despite their diversity, have an essential commonality. So that the contexts, images, and evaluation of women about their bodies can be seen in the context of their problems in society and culture, the semantic system, or the language position that women display. Goffman believes that since primary impressions are essential in everyday life and encounters, the appearance that is visible to the person and to others can be used as signs to interpret the action, and as a result, "the body is not only It is a simple existence, but a practical means to cope with external situations, and facial expressions and body movements are the basic content of signs that our daily communication is conditioned by and so that we can interact with others in the production and reproduction of social relations and personal identity. To become a partner, we must be able to continuously and successfully monitor our face and body.

Research method

This research is a survey type, and a self-made questionnaire was used to collect the data. Face validity was also used to check the validity level, and sociology and cultural studies experts helped in this field. The selected sampling method to obtain a representative research sample of 384 people was multi-stage cluster sampling, which was selected from different regions 1 and 17 sample size. In this formula, with a population of 1,188,811 people, a possible accuracy of about 5%, and assuming the highest dispersion of the studied traits, the sample size equals 384 people. By predicting the estimation error and the possible loss of the sample, 16 people were added to the sample size. Finally, 400 people were determined as the primary sample of the research. Data analysis after collecting the questionnaire, coding it, and extracting it was done by computer with SPSS software and version 25, based on the assumptions of the intended analysis. Further, the research findings were analyzed in two descriptive and inferential ways.

Findings

The regression analysis findings regarding the research hypothesis show that the media consumption variable can significantly predict women's tendency to body management (p -value ≥ 0.05), so this positive and significant effect is estimated. The findings of the

regression analysis regarding the research hypothesis show that the components of commercial advertisements can significantly predict women's tendency to body management ($p\text{-value} \geq 0.05$), so this effect is for the three components of media advertisements, external advertisements, and internal advertisements are estimated to be positive and significant, but not significant for the component of environmental advertisements ($P\text{-Value} < 0.05$). The regression analysis findings regarding the research hypothesis show that the variable of religious beliefs can significantly predict women's tendency toward body management ($p\text{-value} \geq 0.05$), so this effect is estimated to be negative and significant.

Therefore, if the component of religious beliefs increases by one standard deviation, we can predict that women's tendency to body management will decrease by 0.403 standard deviations.

Discussion and conclusion

In the end, the most influential cultural variables on women's tendency to body management are among the pre-intercultural variables related to the variables of media consumption, commercial advertising, and religious beliefs.

The influential variables also have an increasing effect on our cultural changes in interaction and efficiently affect various aspects of our lives, including women's attitudes toward body management.

Keywords: body management, religious beliefs, media consumption, commercial advertising