

MASS MEDIA'S PERSPECTIVE ON SOCIO-CULTURAL ATTITUDES TO THE BODY AND SOCIAL APPEARANCE ANXIETY

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Mass Media's Perspective On Socio-Cultural Attitudes To The Body And Social Appearance Anxiety

Abstract

In recent years, the perception of health and the appearance of the body have been reshaped due to the influence and pressure of many factors such as globalization, popular culture and mass media. In particular, ideal beauty and body images are shown through the media, and the society adopts what ideal standards and measures should be. This ideal beauty presented by mass media offers individuals various criteria and standards to have the ideal appearance or body. People who do not comply with these criteria are directed to the beauty industry in order to reach the ideal beauty standards. Thus, especially women are directed to consumption through the beauty discourse created through the beauty industry and the media. In addition, when we look at the information given through the media, it is seen that overweight not only affects physical appearance but also affects mental health negatively. This situation causes people to search for more concerns about appearance. People try to get rid of these worries and problems by spending too much on various nutrition and diet programs. In this study, the role of the media in the emergence of socio-cultural attitudes towards the body and social appearance anxiety is evaluated.

Keywords: Mass Media, Body Anxiety, Social Appearance, Medical aesthetic, Ideal Appearance

Bedene İlişkin Sosyo-Kültürel Tutumlar İle Sosyal Görünüş Kaygısı Kavramlarına Medya Rolü Açısından Bakış

Özet

Son yıllarda küreselleşme, popüler kültür ve medya gibi birçok unsurun etki ve baskısından dolayı sağlık algısı ve bedenin görünümün yeniden şekillenmesine sebep olmuştur. Özellikle medya aracılığıyla güzellik ve beden temsilleri gösterilerek ideal standart ve ölçülerin nasıl olması gerektiğini topluma benimsetilmeye çalışılmaktadır. Kitle iletişim araçları aracılığıyla gösterime konulan bu güzellik söylemi yoluyla bireylere ideal görünüşe yada bedene sahip olmak için çeşitli kriter ve standartlar ortaya koymaktadır. Ortaya konan bu kriterlere uymayan kişileri de belirtilen güzellik ölçülerine ulaşmaları için güzellik endüstrisine yönlendirilmektedir. Böylece güzellik endüstrisi ve medya aracılığıyla oluşturulan güzellik söylemi yoluyla özellikle kadınlar tüketime yönlendirilmektedir. Ayrıca medya aracılığıyla vb. yollarla verilen bilgilerde fazla kilonun sadece fiziksel görünüm üzerinde değil ayrıca ruhsal sağlığı da olumsuz etkilediğini öne sürerek insanların görünüşle ilgili endişelerinin daha da aratmasına sebep olmaktadır. Kişiler yaşadıkları bu endişe ve sorundan kurtulmak için çeşitli beslenme ve diyet program ya da uygulamalarına harcamalar yaparak yaşadıkları bu olumsuz durumdan kurtulmaya çalışmaktadır. Bu çalışmada da bedene ilişkin sosyo-kültürel tutumlar ve sosyal görünüş kaygısının ortaya çıkmasında medyanın rolü bakılması amaçlanmaktadır.

Anahtar kelimeler: Kitle İletişim Araçları, Beden Kaygısı, Sosyal Görünüm, Medikal Estetik, İdeal Görünüm

Introduction

Sociology of the body tries to understand the socio-cultural factors that make up and regulate the body. According to Turner (1984), body sociologists distinguish between internal and external dimensions of the body when examining the body. According to him, the external body is the representation of the body in the public sphere and its arrangement and design according to the external environment. Fields such as art, fashion, consumption, mass media and gender are the analysis of the outer body. The inner body is also concerned with the internal structure of the assembled parts. In other words, while the problem of the outer body is seen as representation, the problem of the inner body is the control of desires, passions and needs in line with social interests. In this context, the inner body functions as the subject of many disciplines such as medicine, biology-anatomy and medical sociology, phenomenology, history of science and philosophy of science, gender and sexuality, health and population policies. When we look at the perspectives of ancient societies on the body, it is seen that an inner body-centred understanding is dominant. In the past, when the body was mentioned, the inner body was perceived more. The inner body was also interpreted as 'body's moral training'. In the periods when this understanding was dominant, people were valued and cared for by their internal physical characteristics such as character, morality and virtue.¹

In the past, it is seen that the evaluations about the person were made by taking into account the inner world of the person, in other words, his character and moral characteristics. However, today, this situation has undergone a transformation by taking into account the body and external appearance of the human being through the visual culture transmitted through the consumption culture and the media. In this transformation, individuals need to attach great importance to external (visual or formal) appearance in order to be accepted in social life and to be popular. In this context, people try to attract the attention of others by taking care of their clothing, using clothes and items of popular brands, or going to luxury places and sharing them on social media.²

In other words, the body, which is the place of existence in social life, is designed within the social and cultural structure. Since it has a social dimension, people express their thoughts, feelings, pain and sadness, joys, ideologies, love, pleasures, attitudes and many other things through the body. In this context, the body has an important place in social life. In daily life, interpersonal communication or social relations are realized through the contact of bodies with each other. This interaction between people in social life has also led to the emergence of body-oriented interventions.³

Showing the fictional body shapes of the people shown in the media or the aesthetic operations they have undergone affects the perceptions of people who are not satisfied with their body appearance and creates a desire for them to make similar medical operational changes. In addition, the rapid changes in the field of plastic and aesthetic surgery and the constant change in aesthetic operation methods and the showing of these changing applications by famous people through movies, TV series, advertisements and social media increase the demand for aesthetic operations.⁴

According to Featherstone (1993), the inner body (spirit-emotion-morality-virtue-wisdom, etc.) has been replaced by the physical body (beauty-aesthetics, etc.) with the consumption culture today. "In the consumer society, the protection of the inner body exists to beautify the appearance of the physical body." The inner body, which was valued in the previous periods, has left its place to the value of the physical body with the consumption society. According to Featherstone, this situation has brought about the commodification of the body and people like piercing, cutting, burning, tying to change their body shape and appearance. With practices, people tried to redesign their bodies. In other words, advertisements and fashion products shown in the media, which have an important role in ensuring the spread of consumption culture, lead individuals to consumption related to the beauty of their physical body. Messages are given to people that they should give importance to their bodies, especially through advertising and fashion. Thus, people experience various surgical and aesthetic applications/operations in order to reach ideal body and beauty standards.⁵

1 Kadir Canatan, "Medeniyet deęişimi: Nefis terbiyesinden beden terbiyesine", *Beden sosyolojisi* (İstanbul: Açılım Kitap, 2015), 348-349

2 Kadir Canatan, *Beden sosyolojisi* (İstanbul: Açılım Kitap, 2015), 15-17

3 Ejder Okumuş, "Bedene Müdahalenin Sosyolojisi", *Beden Sosyolojisi* (İstanbul: Açılım Kitap, 2015), 49-63.

4 Deniz Sezgin, "Toplumsal cinsiyet perspektifinde saęlık ve tibbileştirme." *Sosyoloji Araştırmaları Dergisi* 18.1 (2015), 153-186.

5 Mike Featherstone, "The body in consumer culture." *Theory, culture & society* 1.2 (1982): 18-33.

1. Body

The human body is, in fact, an entity that has simultaneously physical and metaphysical dimensions. While the physical structure of man is related to his body/limbs, his metaphysical structure constitutes his spiritual, inner and motivational existence. In this context, the body is an entity in the world of objects with its organic structure, volume, shape and colour. It is an entity that is consciously separated from the world of objects and reveals its unique features or form.⁶ In this respect, the body can be explained as a concept that has a multidimensional structure that includes biological and psychological factors internally and social factors externally.⁷ Due to this complex structure, the body has recently started to be the subject of many disciplines. The body is a central issue, especially when researching in areas such as gender, race, identity, politics, science, technology and globalization. In this context, sociology of the body, which is a new branch of sociology; It examines the social aspects affecting the physical structure of the human being, the place of the human body in social relations and interaction, the reflections of social change and social interactions on the body, and the culture-body relations in terms of social reality, representations of the body and its social dimensions, and has contributed greatly to studies in this field in recent years.⁸ For this reason, the prominent field of study in body sociology is the body's being influenced by social factors. In other words, it considers the body as a whole, together with the norms, rules and values of the group to which we belong, as well as our social experiences. However, the reshaping of the body under the influence of social and technological changes poses a problem.⁹

2. Social Appearance Anxiety

According to Leary and Kowalski (1995), social appearance anxiety aims to have an impact on other people. If the person thinks or feels that he or she cannot make a good impression or impression on others, this causes the person to experience anxiety. This state of anxiety is also defined as social appearance anxiety.¹⁰ Social appearance anxiety is defined as "people's reaction to the evaluation of their physical structure by others". People generally have ideas about their own physical structure or appearance. However, some people are concerned about how their appearance is perceived by others.¹¹ In this context, the state of anxiety, uneasiness and tension that individuals feel while their external appearance is evaluated by other people is called social appearance anxiety.¹²

According to Sabiston et al. (2014), there are many reasons that cause social appearance anxiety in people. These include environmental and social stimuli in daily life, the person's perception of physical appearance, and media-based stimuli related to body appearance. Social appearance anxiety can be defined as the fear of being disliked or perceived negatively by other people because of one's physical appearance. In this context, the concept of social appearance anxiety is a broad concept that includes not only variables such as height and weight, but also variables such as the person's skin colour, nose structure, face shape, and hair colour.¹³ In other words, social appearance anxiety is the perception and evaluation of people's bodies and physical appearances caused by negative body image.¹⁴

3. Mass Media

The concept of media is generally used instead of the concept of mass media when people communicate and interact with each other in daily life. Media, a word of Latin origin, is derived from the singular word "medium", which means middle, instrument and environment. In the dictionary of the Turkish language institution, the concept of media is defined as means of communication or communication environment. The concept of "mass media", whi-

6 Zülküf Kara, "Beden sosyolojisinden ölüm sosyolojisine: interdisipliner bir yaklaşım." *Beden sosyolojisi* (2011), 23-43.

7 Natalia Sira, *Body image: Relationship to attachment, body mass index and dietary practices among college students*. Diss. Virginia Polytechnic Institute and State University, (2003), 6-7

8 Ejder Okumuş, "Bedene Müdahalenin Sosyolojisi", *Beden Sosyolojisi* (İstanbul: Açılım Kitap, 2015), 45-63.

9 Anthony Gidens, *Beden: Yeme, Hastalık ve Yaşlılık, Sosyoloji içinde*(Ankara: Ayraç Yayınevi,2000), 124-144

10 Aysel Çetinkaya - Gamze Yetkin Cılızoğlu, "Beni baştan yarat! Bedenin idealize edilerek sosyal medya aracılığıyla yeniden yaratılması" *Kocaeli Üniversitesi Sosyal Bilimler Dergisi*, 2/38(2019), 33-54

11 Hülya Çınar- Nuray Keskin, "Öğrencilerin Sosyal Görünüş Kaygısının Öğrenim Yeri Tercihlerine Etkisi", *Electronic Journal of Vocational Colleges*, 14.4(2015), 457-465.

12 Elizabeth Hart, et al. "Tie measurement of social physique anxiety", *Journal of Sport and exercise Psychology* 11.1 (1989), 94-104.

13 Trevor Hart, et al. "Development and examination of the social appearance anxiety scale" *Assessment* 15.1(2008), 48-59.

14 Tayfun Doğan, "Sosyal Görünüş Kaygısı Ölçeği'nin (SGKÖ) Türkçe uyarlaması: geçerlik ve güvenilirlik çalışması." *Hacettepe Üniversitesi Eğitim Fakültesi Dergisi* 39/39 (2010), 151-159.

ch expresses the written and oral press in English, is also expressed as “mass media” when translated into Turkish.¹⁵

It is seen that media tools fulfil many important functions in daily life. One of these functions is to provide information and news to individuals and society. The purpose of the emergence of media communication tools is to inform the society and large segments of any subject. However, mass media also fulfil many other functions besides giving news and information. Media tools also fulfil many functions such as socialization, motivation, contribution to the development of culture, preparing a discussion environment, education, integration and entertainment. Thanks to the socialization feature of media communication tools, individuals come together around common values and goals, and the idea that the individual is a part of the society is formed. This situation enables people to be clamped and motivated around the same facts. In addition, discussion programs made through mass media enable people to better understand each other and develop different ideas. In addition, it is possible to develop literacy in the society thanks to the education programs made through these media tools.¹⁶

3.1. The Effect of the Mass Media on the Spread of Culture and Consumption Culture

Mass media play an important role in the elimination of barriers arising from national borders in the globalization process. Thanks to technology or mass media, people who are far away from each other can easily connect among themselves, and long distances are no longer a problem. Thanks to these features, mass media have both provided a technological transformation in the world and caused great changes and transformations in social and cultural direction.

The local extensions of the media, which has become globalized together with the globalization process, convey their tendencies, messages, culture and thoughts to all parts of the world through mass media. Although this expansionism provides some conveniences, it causes the emergence of a new understanding of culture by causing local cultures to change and transform over time due to the strong and dominant global media system.¹⁷ As a result of this situation, culture turns into a marketing tool that serves the interests of certain individuals and groups. In this context, the hegemony of media tools over society has brought about many transformations. This situation has led to the emergence of new cultural formations. It has led to the emergence of popular culture, especially as a mediatic form that is accepted by a large part of the society and directs and shapes daily life. This emerging new culture significantly affects the habits, tastes and preferences of individuals and society, leading them to consumption in line with the aims and interests of the global actors.

3.2. Mass Media and Body Relationship

Due to the importance of physical health in today's public life, there is an increased interest in the body. Consumption frenzy and over-nutrition, which emerged as a result of directing individuals to consumption with mass media in the society, have led to an increase in obesity. While it is seen that people who experience this situation are afraid of social exclusion over time, it is seen that they are also in search of redesigning their bodies in order to return to their old lives. Reshaping the body is done through diet and sports programs or using various drugs and chemicals and aesthetic surgery.

People try to be satisfied with this situation by making various expenses, especially in order to have the necessary and ideal body shape through the media. The required body appearance is shown to people in detail through the media, and in this way, people are directed to consumption in order to have more beautiful and younger bodies.¹⁸ The media, fashion and beauty industry acts as the main authority that sets the standards for bodily appearance. This authority presents the body shape determined according to certain measurements and criteria as the ideal body. After the ideal patterns for the body are determined, the photos of the previous and the next state of the product or service to be sold are shown. The former state is generally presented with a negative look, with no make-up facial expression, unkempt hair and old-fashioned clothes. In the next state pictures, happy and smiling body and facial expressions

15 Deniz Akbulut, *Halkla İlişkiler Perspektifinde Medya* (İstanbul: Der Yayınları, İstanbul, 2017), 6-7

16 Zygmunt Bauman, *Küreselleşme: Toplumsal Sonuçları*, (İstanbul: Ayrıntı Yayınları, 2010), 108

17 Hasan Hüseyin Taylan-Ümit Arklan, “Medya ve Kültür: Kültürün Medya Aracılığıyla Küreselleşmesi.” *Sosyal Bilimler Dergisi* 10.1 (2008), 86

18 Aysel Çetinkaya - Gamze Yetkin Cılızoğlu, “Beni baştan yarat! Bedenin idealize edilerek sosyal medya aracılığıyla yeniden yaratılması” *Kocaeli Üniversitesi Sosyal Bilimler Dergisi*, 2/38(2019), 33-54

with ideal body size and appearance are shown. This situation causes the feeling of “why shouldn't I be like this” in people. Because of this situation, unrealistic images are often shown in the media about the products that are wanted to be sold about body image, especially through advertisements. Especially with diet programs for weight loss, unrealistic practices that are difficult to implement are frequently included.¹⁹

It is a widely discussed topic that the media has a serious impact on the perception of body image. Because the body, which is shown as the ideal body based on certain standards and measures, is recognized and accepted by the society through the media.²⁰ In addition, the body shapes of famous models are constantly shown in the media and the people who are exposed to them are affected by this situation and want to perform various surgical or similar medical applications in order to resemble the model celebrities in the media.²¹ Especially in matters related to the body, individuals are told that they should be healthy, look young and dress stylishly, and so a sense of urgency is aroused in them.²²

3.3. Relationship Between Social Appearance Anxiety and Body

According to Baudrillard (2010), the body is a good consumption tool that can be used by the capitalist system. The person is persuaded by expressing that the investment made in the body is for the person's own benefit. In fact, the person has to make this decision not with his free will, but with the direction of emotions and perceptions formed through various consumption tools.²³ According to Bauman (2010), the secret of today's society is the emergence of an artificially produced sense of subjective inadequacy. This situation causes people to develop the feeling of not being satisfied with what they have within their means. Especially rich people's display of their experiences and opportunities in daily life with various media tools causes people to feel dissatisfied with what they have. Thus, wealth becomes an object of worship.²⁴

Tiggeman and Slater (2014) focused on the relationship between girls' media exposure and body image concerns in the pre-adolescent period. As a result of the study conducted on 189 girls, it was determined that as the time spent on social media increased, the person's body surveillance increased and this situation decreased body satisfaction, thus increasing body image anxiety. In addition, a positive relationship was found between decreased satisfaction with their bodies and dieting. Therefore, a strong correlation was found between the time spent on social media and body image anxiety.²⁵

In this context, body shapes presented under the name of ideal body through various media tools affect the body perceptions of individuals. By comparing their own bodies with the ideal body, individuals cause negative feelings about their bodies such as deficiency and inadequacy. Therefore, people feel obliged to make an effort to beautify their body in order to get rid of these negative emotions.

3.4. Social Appearance Anxiety and Mass Media Relationship

By looking at the ideal measures and standards in media, fashion and culture domains that people develop feelings and attitudes about their bodies. If people have an inconsistency in their own bodies regarding these ideal body measurements, this situation negatively affects the body perceptions of the people and compels them to re-evaluate their bodies.²⁶ In other words, by showing advertisements about the body in the media, people are tried to be directed in this way. The main purpose of these advertisements is to encourage people to consume about their bodies. People who did not have any problems with their bodies or did not feel deficient before, after watching the advertisements with ideal body content, start to find various defects about their bodies and thus they have to make various expenses regarding the parts they see as flaws and deficiencies. However, it is tried to make it feel as if body change is a necessity through the

19 Fatih Çakı, “Batı-dışı toplumlarda gençlik ve beden İmajı.” *Beden Sosyolojisi* (2011), 307-324.

20 Steve Sohn, “Body image: Impacts of media channels on men's and women's social comparison process, and testing of involvement measurement.” *Atlantic Journal of Communication* 17.1 (2009), 19-35.

21 Mustafa Chopan, et al. “Plastic surgery and social media: examining perceptions.” *Plastic and reconstructive surgery* 143.4 (2019), 1259-1265.

22 Nicole Landry Sault, ed. *Many mirrors: Body image and social relations*. Rutgers University Press, 1994

23 Jean Baudrillard, *Tüketim Toplumu: Söylenceleri/Yapıları* (İstanbul: Ayrıntı Yayınları,2010), 166

24 Zygmunt Bauman, *Küreselleşme: Toplumsal Sonuçları*, (İstanbul: Ayrıntı Yayınları,2010), 108

25 Marika Tiggemann - Amy Slater, “NetTweens: The internet and body image concerns in preteenage girls.” *The Journal of Early Adolescence* 34.5 (2014), 606-620.

26 Mehmet Kılıç, *Üniversite öğrencilerinin sosyal görünüş kayguları ile benlik sayguları ve yalnızlık düzeyleri arasındaki ilişkinin incelenmesi*. MS thesis. Sağlık Bilimleri Enstitüsü, (2015), 6-8

images about the body, which are sometimes presented in a way that we are not aware of in the daily life. In particular, people are exposed to hundreds of pictures, photos or visuals about the body in daily life through social media, newspapers, television, magazines, movies, TV series and billboards. In this way, the need motive is created in people and thus people resort to various treatment methods to eliminate the deficiency and discomfort related to their bodies.²⁷

Fardouly, Vatanian et al. (2015) wanted to experimentally investigate the effect of Facebook use on women's mood and body image, whether these effects differ from those of an online fashion magazine, and whether the tendency to compare appearance mitigates any of these effects. As a result of the research, it was determined that people who spend time on Facebook and see body-related images have a more negative mood than people in the control group who visit normal websites.²⁸ In the study of Cohen, John, and Slater (2017) to determine the relationship between body image concerns of young women and social media use, it was determined that there was a relationship between social media use and body image concerns.²⁹

Social media use such as Facebook and Instagram is common, especially among women. In these social networks, close friends, family members and famous people are often followed and evaluations and image comparisons are made about their shares. As a matter of fact, Fardouly, Lenny et al. (2015) conducted a study to examine the relationship between social media use and body image among university students, and it was found that there was a positive relationship between Facebook use and body image concerns. Considering the time spent on social media, it has been determined that users have negative feelings about their own appearance as a result of the comparison between their friends and famous people and their own bodies. Therefore, women who spend longer time on Facebook are exposed to more anxiety about their bodies as they compare their appearance with other people.

4. Body Intervention Practices in the Consumer Society

According to today's modern lifestyle, being healthy alone is not considered valuable enough. It is argued that the individual should look beautiful as well as be healthy. In the modern world, it is not enough for bodily limbs to be healthy, to have a problem-free skin and to have anatomical harmony. Along with these, it is emphasized that the body should comply with the determined ideal beauty and standards, and this situation is shown as a need for people.³⁰ In this context, in modern societies, the body is consumed in many ways within the order established by the capitalist system. In particular, individuals have to experience many aesthetic and surgical experiences in order to have a body of ideal beauty. However, people use the products of the cosmetic industry as an indispensable part of daily life for the sake of being more beautiful and aesthetic appearance.

In the capitalist-social order, individuals associate being healthy with the body looking young and healthy. From this point of view, the perception of individuals owning and protecting their bodies is created. Accordingly, individuals experience various aesthetic and surgical experiences in order to beautify their bodies. In this process, mass media have an important role in experiencing this process. In today's society, a perception of beauty is created through body image (or images) especially through the media. This beauty discourse, which is displayed through mass media, offers individuals various criteria and standards to have an ideal appearance or body. Individuals who do not comply with these criteria are directed to the beauty industry in order to reach the specified beauty measures. Thus, especially women are directed to consumption through the beauty discourse created through the beauty industry and the media.³¹

Particularly in the context of gender and sexuality, body intervention is one of the most important problems of modern societies. Especially in the Western countries, the issue of homosexuality has become an important issue that is spreading more and more day by day. In fact, homosexuality is legalized in many Western countries and this issue is tried to be normalized in society. "Here, it can be said that the same couples interfere with each other's bodies with homosexuality, and on this occasion, a new channel for body interventions has been opened in the society". It seems that this situation will have serious effects on both the family and the social structure.³²

27 Okan Baldil, *Post-modern estetik ve sağlık anlayışları: Türk halkının beden imajı üzerindeki etkilerinin ölçülmesi üzerine bir araştırma*. MS thesis. Sosyal Bilimler Enstitüsü, (2014), 72-73

28 Jasmine Fardouly, et al. "Social comparisons on social media: The impact of Facebook on young women's body image concerns and mood." *Body image* 13 (2015), 38-45.

29 Rachel Cohen, et al "The relationship between Facebook and Instagram appearance-focused activities and body image concerns in young women." *Body image* 23 (2017), 183-187.

30 Orhan Bingöl, "Estetik cerrahi müdahaleler ve modern beden: Samsun ili örneği." *Yayımlanmamış doktora lisans tezi, Sivas: Cumhuriyet Üniversitesi Sosyal Bilimler Enstitüsü*(2015), 100-101

31 İpek Özgen, "Tüketim kültürü ve medyada güzellik söylemi: bir alımlama çalışması." *Global Media Journal TR Edition* 8.15 (2017), 1-28.

32 Ejder Okumuş, "Bedene Müdahalenin Sosyolojisi." *Şarkiyat* 2 (2011), 1-15

The dizzying developments in biotechnologies and medicine provide individuals with various conveniences in terms of redesigning their bodies and changing gender, which seemed impossible before. These possibilities and tools give people unlimited possibilities and powers to make any attempt on their bodies. However, these interventions, which are made by centered on the physical aspect of the body, cause the internal aspect of the body to be put in the background after a certain period of time. This situation leads to the deterioration of the balance between the inner and outer body, which constitutes the integrity of the body, and to the weakening of moral integrity. Due to this process, the body gets rid of moral integrity over time, causing concepts such as identity, gender, body to become devalued and become a commodity. In addition to these, in the media, this situation is presented as normal by showing changes in gender and body, and individuals are guided to experience similar experiences.³³

Featherstone (2013) conceptualizes the emphasis on the physical aspect of the body and the increase in the interventions that were previously considered normal in life as “aestheticization of daily life”. Featherstone expresses the aestheticization of daily life as the disappearance of the lines between art and daily life. In other words, it is the beginning of the use of aesthetic taste and perception, which was previously limited to art, in all areas of daily life. In daily life, the idealization of certain measures and standards related to physical shape is presented again with the logic of consumption, which causes people to make an effort to experience similar experiences. This process is also managed through the media. In this context, according to Featherstone, the aestheticization of daily life is done in three ways. The first is “efforts to destroy the border between art and everyday life”. The second is “the project of transforming life into a work of art”, and the third is “the rapid flow of indicators and images that form the fabric of everyday life in contemporary societies”.³⁴

According to Foucault (1993:31-32), power has a strong effect on the old and aging bodies in society, both politically and economically. Because aging bodies are desired to be a part of consumption more actively and effectively. For this, a new healthy life industry has been produced to eliminate the physical and social signs of aging. These industry branches consist of sectors with significant profits such as medicine, cosmetics, pharmaceutical industry, and nutrition industry. Thanks to these sectors, aging bodies have turned into an important consumption tool.³⁵

Conclusion

The use of mass media in today's modern world has shown a significant increase. Especially internet technologies are an important communication, interaction and sharing tool widely used by the majority of the society. The internet, which was previously used only on desktop computers, is now widely used on tablets, phones (etc.) as mobile technologies. Therefore, the fact that the mass media has become an indispensable part of daily life has led to the emergence of some problems. Body shapes, which are constantly displayed and ideally presented through various media, cause people who see it to make various evaluations and comparisons about their own body perceptions. In this evaluation process, the fact that individuals do not have the ideal physical dimensions causes the emergence of social appearance anxiety over time.

Due to the change in the perception of health, various interventions are made to the body through nutrition and diet. People are guided about how people should be fed and how they can have an ideal and healthy body, based on expert opinion, especially through medical discourse and the media. Specialist physicians from related fields establish a direct relationship between health and appearance and argue that obesity is a disease and that the person should be treated in order to get rid of this disease. Thus, the health-disease relationship, which is shaped on the understanding of consumption, is strengthened by medical discourse, and people are provided to spend in order to have healthy bodies.

In addition, body shapes presented under the name of ideal body through various media affect the body perceptions of individuals. This situation causes the feeling of inadequacy about the body by comparing the ideal body with their own real body in individuals. Therefore, in order to get rid of these negative emotions, people have to make an effort to beautify their body. In other words, the consumption frenzy and excessive nutrition that emerged as a result of directing individuals to consumption through mass media in the society increased the number of overweight (obesity) people. Since people living in this situation are faced with social exclusion over time, individuals are in a quest to reshape their bodies in order to return to their old lives. Therefore, people have to experience various experiences such as various diet programs, cosmetic use and aesthetic surgery applications. Thus, individuals are directed to consumption in order to beautify the body. Especially in this process, the aesthetic industry gains great profits.

33 Ayşula Kurt, “Tüketim Toplumunda Kusursuzlaş (tır) ma Ayınlarının Kurbanı Olarak Beden/Body as the Victim of the Perfection (ing) Rituals in the Consumption Society.” *Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi* 20.4 (2016): 1301-1319.

34 Mike Featherstone, *Postmodernizm ve Tüketim Kültürü* (İstanbul: Ayrıntı Yayınları, 2013), 123-125

35 Michel Foucault, *Cinselliğin Tarihi* (İstanbul: Afa Yayınları, 1993), 31-32

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