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THE BODY AND THE MEDIA IN HYPERMODERNITY

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INTRODUCTION

By analyzing the history of the body, it is possible to see that beauty standards have changed according to the political and social positions of each era. In contemporary culture, where the body has increasingly become a commodity and it is possible to buy everything to change it (from bigger breasts to products to rejuvenate the skin), these changes have been observed in fitness blogs, where exposure has a increasing power over consumers and help sell products from brands that sponsor them.

GOALS

The aim of this project is to analyze the relationship between the body and consumption and social media, analyzing Gabriela Pugliesi's profile on social networks and her blog Tips4Life and how she uses her body and her self-promotion to sell the products of the brands that sponsor her.

METHODOLOGY

To write this article, research methods were used in books, course completion works, scientific research, magazines, websites and blogs about fashion, body and media. And its theoretical basis is sociocultural references, historical changes in fashion and the body, news and articles from magazines, newspapers and websites about the body and its relationship with fashion, books and course completion work on fashion and the body.

DEVELOPMENT

BODY

In contemporary society there is a growing concern with image and aesthetics. During the history of fashion, the body has undergone many changes, and the population (mainly women) has always followed these changes through diets, corsets, cosmetics, among other

factors. The body's relationship over time has been able to be molded to each new trend as if it were a plastic object.

The industrialization process at the end of the 19th century and the technological revolution at the end of the 20th century were moments that caused changes in previously defined behaviors and standards. At the end of this last century, the body becomes both a medium and a message and individuals begin to worry about their self-image.

But it was in the 1960s that thinness began to be admired, when Twiggy inaugurated the profession of top model, opposing the sexy body of the 1950s represented by Marilyn Moore. The thin aesthetic starts to become an obsession from then on, forever changing the way women see their bodies.

In the following decade, the thin body continued to be in vogue, and throughout the 1980s, aerobic exercises became a craze when Jane Fonda released her first video in the "Workout" series, putting the fitness body in fashion.

But the body has never been so explored as in the 1990s, what is shown from then on is the return of the cult of the thin body, replacing the sculptural bodies of the past decade. Luxury became decadent and frozen, expressionless gestures became sexy on fragile teenage bodies. From the 1990s onwards, a very large number of people began to develop diseases of a nervous nature because they were unable to have an ideal body, similar to the images propagated by the media, which could lead to a clinical condition called anorexia, a disease that can cause depression, anxiety, isolation and even death. According to Caroline Freiburger Caron:

"Just as in the past women were immobilized by a corset, today they are imprisoned in their own appearance which, permeating between the imaginary and the real, the freedom to choose how the body must look is increasingly restricted and more encouraged

in “not being, but to seem” (2006).

The body continues to change according to the aesthetics of each era, and in the early 2000s Gisele Bündchen is chosen as the perfect body. A new standard of tall, thin and curvy women emerges along with a lifestyle of healthy body and life that seeks balance between body and soul. However, excessive thinness is back in fashion and in 2006 Fashion Week in Spain bans very thin models, and since then brands have been working with models of “healthy” beauty.

Bodies closer to the real and bigger started to gain space in this decade and plus size models like Tess Holliday, emerged as fashion icons breaking taboos coming from the excessive thinness that was back in fashion. According to Thais Graciotti:

“But fashion is a paradox. (...) The Dove brand campaigns for real beauty with real people in overweight bodies, but at São Paulo Fashion Week in 2008, the entrance of the Czech top Karolina Kurkova on the catwalk of the beachwear brand Cia Marítima, echoed negative comments by the audience and journalists about her body, a little outside the standards of thinness of the summer seasons” (2015).

In the midst of so many changes in beauty standards, the body becomes a commodity and can be modified through surgeries, diets, physical exercises, makeup and modeling belts. There are many types of body transformation processes, which every day become more accessible and popular, reaching an increasing number of people from all social classes.

Aesthetics and the cult of the body have become a concern of part of contemporary society, where the discourse becomes paradoxical, because at the same time that everyone has to follow an ideal, they must also be concerned with health. The media has a great influence on the desire for the perfect body, as it is always highlighting celebrities with thin bodies more than others, with

this the pressure to have a body like theirs only increases and sometimes the desire becomes an obsession causing various types of problems such as compulsion and excessive consumption.

CONSUMPTION

In contemporary society we live in an increasingly mediatic universe where our lives are increasingly commercialized, and consumption has come to fulfill the role of satisfying our desires and needs. There is an incessant desire for the “object of dreams” in the post-modern consumer (dream clothes, dream house, dream car...), which makes consumption a source of social recognition, in addition to entertainment.

In this sense, consumption is not something individual, it is social. Contemporary society is organized around consumption, as Lars Svendsen (2010) says in his book: “*Moda e Filosofia*”:

“In the early modern era, we lived in a ‘production society’, in which citizens were shaped above all to be producers. Its basic role was to produce. In postmodern society, this role has changed and it is as consumers that its members are seen’ (p. 128).

Fashion has stimulated society along with the media in terms of consumption, producing these “dream objects” with each new collection and consumers constantly need new products, as none of them satisfy their desire completely. According to Svendsen (2010), “Capitalism can only work as long as the consumer continues to buy new products, and the romantic consumer depends on a constant influx of these new products”. That’s why changes have become faster and faster, making everyone to be always consuming something new.

Contemporary culture transforms everything into excess. With industrialization and the marketing boom, people are

encouraged to buy much more than they need. Consumption has become a symbol of status and power, suggesting that materialism and greed for possessions will also make us happier. With the emergence of credit cards and installment purchases, even those who are part of the lower social classes can have access to expensive products and people are increasingly indebted and always in a state of anxiety. Psychological problems like depression, unhappiness and anxiety only tend to increase when material values increase.

At this point, to excite consumers' desire, the media uses increasingly modern resources. One can cite the cinema of the 1920s as an example, where thousands of consumers bought what the stars wore, today this happens with television and increasingly with the internet, where through photos, videos and texts celebrities and ordinary people are capable of attracting thousands of followers.

Photography, which has always been one of the main means of communication in fashion, today, combined with technology resources, seeks to exalt all the qualities of products through manipulations of both the environment and the model (with lights, scenery, make-up and poses), using programs – such as photoshop – to radically edit images. With such image manipulations it is possible to change everything in a photograph, from the hair color to the slimming of the model. These edits help sell products as the images look more attractive than they would if they were natural and they trick consumers into buying the perfection they are selling.

But today we live in a society that is constantly exposed to image manipulation, both in magazines and in photo-sharing applications, these images undergo adjustments to improve color, brightness, light, as well as improve the body, hair and the model's skin. Living in constant exposure to manipulated photos of models on magazine covers on newsstands

and actresses who spend most of their time at the gym and in beauty clinics to improve all the imperfections of their bodies, makes society believe in what the media declares it to be perfect and makes ordinary people want to achieve that perfection.

The media itself in the first decade of the 2000s took a critical view of the use of photoshop for aesthetic purposes, as the image changes were so many that they began to consider it dishonest and unethical. It is the advertisements that say “be yourself” that conquer most consumers, showing that no one needs to change their body to be more beautiful or happier.

BLOGGERS

With the emergence of the internet and globalization, blogs also appeared. Jorn Barger, in 1997, was the pioneer to develop a system where a person could report everything he finds interesting on the internet and to name this system the word “weblog” was used, which means “network diary”. The Weblog quickly became a sensation and over time the word was shortened to blog.

Blogs started with some people publishing their virtual diaries and others writing about specific subjects like football, politics and fashion, with success, bloggers started to develop more about the subjects to try to attract more readers and have more views.

The Blogger company has facilitated the publication of articles on its platform, where everyone can create an account and write using an interface that is simple to use and free of charge. Blogs quickly began to grow and in early 2000 the company created the permalink, where each article became a single page and allowed the creation of new tools such as comments and the feed, which allows people to view content from several different blogs. on a single page, without having to enter all the addresses.

Blogs have become one of the most used systems on the internet, in 1999 there were less than 50 and today there are more than 50 million. This growth has made companies look at blogs as an opportunity to publicize their products and services, looking for bloggers who have content similar to the company's and with great visibility to form partnerships that can reach astronomical fees. After all, if a magazine sells around fifty-six thousand copies a month, a blog can reach millions of views.

Therefore, nowadays some bloggers (the vast majority are women) write about health and food, regardless of training or specialized knowledge about it, making their personal lives a reality show where they show their day to day at the gym, diets, protein, food, clothing, and workouts in her various daily Instagram posts and blogs.

Another very interesting issue to be pointed out here is the idea of "camera" of life. This concept began to gain visibility after Rei do Camarote appeared in the media with a report and a video produced by *Veja* magazine in November 2013, about São Paulo residents who squander a lot of money at nightclubs in the city and use mobile photo-sharing applications to meet each other. promote. This theme began to gain more visibility and was even the subject of the writing of the last FUVEST entrance exam. "Cameratization" according to Marcos Hiller, can be understood as "a phenomenon of social distinction promoted through privileges in access to certain consumption rituals". This phenomenon makes sense since when entering social networks such as Facebook and Instagram it is noticed that most users try to show the good side of their lives by posting photos and texts about their conquests and accomplishments.

This "characterization" strategy is often used by bloggers and web celebrities as one

of the ways to create their public image. As is the case of fitness blogger Gabriela Pugliesi, owner of the blog *Tips4Life*, which has more than 100,000 followers on Instagram, where she posts several photos daily of tips ranging from recipes and diets to exercises and products. In his profile it is possible to see that each photo published was produced to sell an idea of "quality of life", where Pugliesi displays his "perfect life" and his followers buy such references and apply them in their lives consuming the same products, diets and exercises physical that she publicizes.

With the large number of followers, the blog attracts the attention of brands that want to partner. Partnerships can be made in two ways, one is the *publipost* where the brand offers a product and the blogger determines a fee, another is when the brand sends a product to the blogger and she gives her opinion, which does not have to be positive or it is mandatory. Many of Gabriela Pugliesi's followers buy the products she recommends with the promise of undeniable and always renewed satisfaction that she posts on her blog, in addition to the search for the infinite benefits that she has achieved in this universe of consumption, such as money and fame.

The photos published daily show a slim and fit body with many photos at the gym and videos practicing exercises, in addition to many photos at parties, famous restaurants, trips and with her boyfriend, also from the fitness area Ricardo Barbato.

The tips she publishes on her blog are or must be personal, about products she uses and recommends and the *publiposts* must be flagged as advertising on the blog and on Instagram, but according to complaints made by Nina Vieira from the blog *Cronista Amadora* in the text "Explica, Pugli" Gabriela Pugliesi charges brands for the "tips" she gives on her blog.

According to CONAR (National Council

for Advertising Self-Regulation), “An advertisement must necessarily be explicit, it cannot be disguised in any way and anyone needs to look at that action and realize that it is something commercial”. The use of veiled advertising could lead to lawsuits by Procon against the brand that Pugliesi is tipping.

In addition to the masked publicity, Nina also criticizes the fact that the blogger has no training in the health area and gives tips on diets and physical exercises, “a new diet every day, for a new “sensational” method to lose belly fat and for a new and boring gym exercise to “Get along in the summer”, writes Nina Vieira.

RESULTS

In contemporary society, we live in an extremely mediatic universe where our lives are increasingly commercialized, and consumption has come to fulfill the role of satisfying our desires and needs. In this sense, contemporary society is organized around consumption and fashion helps to promote not only the desire for “dream objects” with each new collection, but also the desire for a “dream body”. one of the main means of communication in fashion, it seeks to exalt all the qualities of products through digital editions, creating the ideal of beauty of a time. Consequently, with the emergence of the internet, blogs and social networks have become one of the most used systems to the diversity of ways to sell something today. Companies began to look at blogs, and the profiles behind them, as an opportunity to publicize their products and services, looking for bloggers who have greater visibility among the “followers” to partnerships. These itbloggers, through the image they create of themselves, charge astronomical fees to publicize products to their thousands of followers, who buy these brands with the promise of satisfaction undeniable and

in search of a “perfect body” like Gabriela Pugliesi.

FINAL CONSIDERATIONS

Body beauty standards have changed throughout history according to social and political positions of each era. The media has always helped to implement new standards in society, spreading new fashions in magazines, newspapers, television and more recently on the internet. Over time, the body has become more and more a commodity, where it is possible to buy everything to change it (from bigger breasts to products to rejuvenate the skin), photography together with digital editing programs has helped more and more to sell these products.

In the era of exposure, blogs - which have gone from virtual diaries to a source of information and advertising - have an increasing power over consumers, leading many companies to sponsor bloggers to publicize their products. The commercialization of products is linked to the spectacularization of the body and lifestyle of ordinary people who become desirable and envied figures, as is the case of blogger Gabriela Pugliesi, one of the most influential profiles on instagram for tips on products and services (from clothes to gyms) fitness, using his self-promotion with narcissistic images of his body to sell the products he uses.

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