Sociological analysis of the management body among women (Arak, Iran 2014)

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Abstract---The present time is the world with short and cross relationships. People appear to reveal their characteristics and appearance. Before their Perceptions and views are known. This research has done a sociological analysis of the management of the body of the women. The kind of research is Survey and documentary. The methods are archival, library and questionnaire. The women 20 years and older are the statistical population in the Arak city. Non-random sample was selected by the deliberate sampling with of 152 people sample. Hypotheses were developed by Bourdieu and Baudrillard's theories and the previous accomplished researches. Data analysis was carried out on both descriptive and inferential statistics by using the Spearman correlation coefficients. Cronbach's alpha was used to assess the validity and face validity. Experimental results show that the variables of age-media advertising have positive relationship and significant with management of women's bodies.

Keywords---sociological analysis, management of the body, cosmetic surgical procedures

I. INTRODUCTION

The short term presence in the crowded streets of the city (Arak) that we confronted with a massive crowd of faces glued on the nose, prominent cheeks, eyes, eyebrows drawn, and... With the diversity of age, sexes and upper and lower town and... Faces and the appearances of the girls are very similar. It seems that they are products of a factory. This evidence indicates that the body image of women in some countries, including Iran has become a major problem. [1] Rhinoplasty in Iran is more than any other country in the world. Iran has the highest rate of nose surgery in the world. According to a report in the conservative Etemad newspaper, as many as 200,000 Iranians, mostly women, go to cosmetic surgeons each year to reduce the size of their nose and make the tip point upwards. For many, surgery is a reaction to the restrictive rules of compulsory hijab. One woman said: "It's human nature to want to seek out attention with a beautiful figure, hair, skin … but hijab doesn't let you do that. So we have to satisfy that instinct by displaying our 'art' on our faces." (The Guardian Newspaper 1 March 2013) Despite a license for only 157 doctors, cosmetic surgeons are more than 7 thousand in Tehran. Plastic surgery and faces has shown on 14 years girls' for dolls species. Or similar stars of Hollywood films. Today, cosmetic surgery is the most common surgical procedures in the world. Iran's population is more than cosmetic surgery in the first place. [11] The consumption of cosmetics and personal care among women has increased. Iran has become the seventh country in the world consumption of cosmetics and health. [16] At the same time gain weight and obesity among the women is an important factor predisposing to coronary heart disease and other diseases. These have become a body to manage the social and cultural issues. Cosmetic surgery and laser increases from 20 to 30% per year in the country. And this is important in the sense that 60% of applicants do not need to scientifically and aesthetic plastic surgery. In one study has shown that women more than men do cosmetic surgery. 75 percent are diplomas and occupational of the student or employee. Economically, they are lower-middle. These actions have increased their self-confidence the women do more cosmetic surgery for men ages 15-40 and 30-40 years. [4] Other research has shown that the social space of three administrative of the body: the makeup, the way they look and feel of the safety of the women and their bodies. [7] Thus, this study intends to study women in the city's management of the body with emphasis on Factors influences.

II. THEORETICAL FRAMEWORK

Pierre Bourdieu believes that the purpose of management on the body is the acquisition of the status, differentiation and social status. He refers to the commodification of the human body in modern societies. Management body in modern society carries a value in social contexts. He determines the taste as one of the important indicators of cultural capital. The social style of the most popular form of higher social classes to be their tastes and aesthetic criteria for developed countries to developing countries. He believes the body of unquestioned taste the symbol of class expression. [21] J.P. Baudrillard also believes that the, within the context of the mass media in the twenty-first century supports the display of a repetitive pattern of the body. Physical mutually reinforcing messages is performed by publishing stories about the stars of film, television, News, and the World Wide Web in the morning newspapers, radio communication and printed material about of celebrities. [19]

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IV. RESEARCH METHOD

The research is non-probability sampling survey and the population of women referred to the relevant institutions (such as physicians' offices, beauty salons, gyms, etc.) The women 20 years and older selected the statistical population in the Arak city. And Non-random sample was selected by the deliberate sampling with 152 people sample. Information is collected by questionnaire technique. To assess the validity and internal consistency has used the Cronbach's alpha test. Data analysis was conducted descriptive and inferential statistics.

V. RESULTS

The majority of the sample (the women in the Arak city) dedicated to the age group between 26 to 30 years (31.6%). Marital Status Married sample 57.9 percent, 934.9% were single, divorced, 6.4 percent and 6.2 percent are widowed. The sample shows the distribution of women's education with 47.4 percent have a bachelor's degree. 15.8 percent have a college degree. 15.1 percent have a college degree and 8/13 of a master's degree or higher, 2/7 and 07/0 percent illiterate cycle.

- Management body is not associated with individual characteristics of women in the city only correlated with age.
- Management body is not associated with women's education in the Arak city.
- Management body has no relation to the status of women in relation to the city.
- The body does not manage the relationship between women's economic base in the city.
- Management body was not associated with women in the city.
- Management body is not associated with employment among women in the city.
- Management bodies associated with media propaganda written- visual among women in the city.
- Effects of virtual media (including satellites) have a direct relationship with the cover and decorate women's bodies.

VI. DISCUSSION

Age is associated with the management body. With increasing age, reduced sensitivity to weight control, Beauty and body modification. Age is a major factor in the study of social approach advocates view the body. Because of different ages, different body includes social meaning and symbols. [12] Armaki and Chavshyan (2002) show that younger women are concerned about their physical appearance over elderly care. Mary Douglas argues that the body is seen as a media receiver social meaning and identity. [17] Bourdieu, as Douglas believes the body as a physical asset associated with the identity of individuals or social values consistent with the size, shape and physical appearance. He tastes as one of the indicators of cultural capital will be consistent with the design and decorate the body. In this study identified media as a...
variable affecting the management body. According Stick [18] families, groups, peers and the media can play an important role in the transmission of cultural and social pressures to be thin person. Featherstone, [5] also considers the media and management factors regulating body in consumer culture. Thus, the media is today one of the main causes of the management body. Media influence on body management was confirmed in internal research (Zokaei, [22] Mousavizadeh et al., [11], Rabbani and prosper, [14]. Rasekh and others [13] in their study concluded that there is a relationship between marital status and body management. The study also confirmed this. According to the results, there is no relationship between the economic base and body management. Ahmadi [7] also achieved record showed that there was a significant relationship between economic capital and management body. Culture of recent modernity is visual and performing culture. The visual is the main source of communication and to apply the source and meaning. As a result of the body management through the permanent display changing body image. Therefore:

- The importance of certain aspects of the pictorial symbols in order is the main source of meanings set anything in the appearance of things.
- To become important aspects of modern culture and surveillance of its body. Thus, the body and its appearance has become a principle of identity among young people.
- Human In the recent world modernity has hardly any appeal is accepted human their bodies machine.
- It will be linked to the diet of human beings, identity and her own body. And body builds shelter carrier and display lifestyles and forms of identity.
- Compared to men, women are more accurate than the beauty and appearance.
- Increased sensitivity and attention leads them to adopt new patterns of adaptive behavior and desirable.

A. Suggestions At the macro level

- Cultural efforts made in understanding and forms of beauty in society.
- Redefines the standards of beauty in society and in the macro-level policy and decision-making.
- To minimize social and cultural voids in it.
- The rigorous scientific studies done in ages, different social and cultural groups in terms of aesthetics and body management.

B. Suggestions At the middle level

- Encourage the youth to provide context awareness through the media and its timely.
- Young people are not threatened and to be guided to follow the patterns of the dominant culture and values in the right direction.
- Recreational facilities, scientific training provided for young people and develops leisure and employment.

C. Suggestions at the Actors level

- Media influence on attitude. So do not put them at risk for child advertising.
- Provided the necessary fields to create acceptable modes and diverse community.
- The gender perspective should be limited to women in society.

D. Bottlenecks research

- Lack of adequate and accurate information on the subject of study
- Lack of cooperation in answering the questions-
- Lack of cooperation from authorities in gyms and beauty clinics

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