

# Effects of Television Advertisements on The Body Image Perceptions and Self-Esteem of Adolescent Girls

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## Abstract

The social aspects of television are the influences this medium has had on society since its inception. The belief that this impact has been dramatic has been largely unchallenged in media theory since its inception. However, there is much dispute as to what those effects are, how serious the ramifications are and if these effects are more or less evolutionary with human communication. Critics such as Jean Kilborne have claimed that television, as well as other mass media images; harm the self-image of young girls. The primary purpose of this study is to identify what role the Television Commercials play in maintaining stereotypic beliefs concerning idealistic physical appearance amongst College Girls. It is not surprising that physical attractiveness is of overwhelming importance to us. Concern with appearance is not just an aberration of Modern Western culture. Every period of history has had its own standards of what is and is not beautiful, and every contemporary society has its own distinctive concept of the ideal physical attributes. In the 21<sup>st</sup> Century being beautiful meant wearing a corset – causing breathing and digestive problems. Now we try to diet and exercise ourselves into the fashionable shape – often with even more serious consequences. But although we resemble our ancestors and other cultures in our concern about appearance, there is a difference in degree of concern.

**Keywords:** social aspects, inception, self-image, Modern Western culture.

## Introduction

A communication society uses a communication system operating within it might transmit, share, exaggerate, suppress, enlarge or reduce the historical concept of body image. Media influences the public on the perceptions of the body image that it portrays. Mainly advertisement present very stereotyped images of women. Such images drawn from the ads could play a significant role in setting the standards of feminine beauty. TV, billboards, magazines etc mean that we see 'beautiful people' all the time, more often than members of our own family, making exceptional good looks seem real, normal and attainable. Today the goal to be thin is displayed in media images on television, magazines, and billboards. More ads in women's magazines than in men's magazines deal with diet and other figure enhancing products. These advertisements show the ideal female body, and many females then compare their own body type with this ideal and may use dieting as a means to measure up. In fact, a study of mass media magazines discovered that women's magazines had 10.5 times more ads and articles promoting weight loss than men's magazines did. Because the female teen is a consumer, she represents big business for beauty products.

## Research Problem

Body image is an internal representation of an individual's outer appearance. It is a person's perceptions of his or her body. This is central to how people feel about themselves. The concept of body image is multidimensional, and includes physiological, and sociological components (Cash, 1994). Body image includes both weight-related and non-weight

related physical features. Body image and its associated health, social, family, commercial concerns and interests are that cut across the everyday life of most individuals.

Body image is greatly affected by the TV Commercial's portrayals of thin ideal body type. The TV ad's use of adolescent girls portrays two images that are both extreme. They are usually shown as free-spirited extroverts or as introverts, undergoing a second infancy, often with soft skin, pink cheeks, and a wide-eyed unfocused gaze. Advertisements show the ideal female body, and many females then compare their own body type with this ideal and they take various steps to achieve it.

### **Significance and scope of the study**

The modern lifestyle of computer screens, video games and television is resulting in Indians not exercising and eating poorly. Though computers and video games certainly have an effect on diet and lack of exercise, no medium is more widespread throughout the India than television. The number of children, teenagers and adults that are overweight and obese is quite alarming. It has been suggested that pressure to be thin from one's social environment encourages body dissatisfaction because repeated messages that one is not thin enough would be expected to produce discontent with physical appearance. Fairness product advertisers use fair skinned TV ad models and show them, as the accepted ones whereas dark colored girls are not accepted ones in the society. These ads promise to give fairness, which is unattainable.

### **Theoretical Framework**

#### **Cultivation Theory**

Cultivation theorists argue that television has long-term effects which are small, gradual, indirect but cumulative and significant. They emphasize the effects of television viewing on the attitudes rather than the behaviour of viewers. Heavy watching of television is seen as 'cultivating' attitudes which are more consistent with the world of television programmes than with the everyday world. Gerbner argues that the mass media cultivate attitudes and values which are already present in a culture: the media maintain and propagate these values amongst members of a culture, thus binding it together.

#### **Conceptual Framework**

The media-related factors of body image perceptions were selected on the basis of TV commercials factors. Under TV commercials factors, Fairness and Thin Models were used. The non-media related factors of body image perceptions were selected on the basis of literature review study, drawn mainly from psychology, social psychology and health research. This contained the non-media related factors that contribute to body image perceptions. These include self-esteem, role of peer. The consequences of body image factors were low self-esteem, anxiety and aspiration.

### **Research Question and Objectives**

1. Whether the body image perceptions are influenced by the TV commercials or not?
2. What are the effects of TV ad models (women) among college girls?
3. What are the consequences of the body image perceptions?

### **The objectives focused in this study are**

1. To study the influence of TV commercials on girls
2. To study the concerns taken by the girls in the perceptions of body image
3. To study the most body dissatisfaction area that the girls feel.
4. To know about the opinion that the girls have on TV commercials.

## Research Design

The researcher adopted an exploratory research design for this study. A survey method was employed to find the effects of TV commercials on the body image perceptions of college students (girls).

## Review of Literature

### Body Image

Body image is a term which may refer to the perceptions of a human's own physical appearance, or the internal sense of having a body which is interpreted by the brain. Essentially a person's body image is how they perceive their exterior to look, and in many cases this can be dramatically different from how they actually appear to others. Body image is an important aspect of self-representation and self-evaluation during adolescence. Although body image is a multidimensional construct, it is most frequently defined as the degree of satisfaction with one's current physical self (size, shape, general appearance; Cash & Deagle, 1997). The importance of body image is evident in its relationship to risk status for eating disorders, depression, and low self esteem (Attie & Brooks-Gunn, 1989; Harter, 1998; Leon, Fulkerson, Perry, & Cudeck, 1993; Ricciardelli & McCabe, 2001; Richards, Casper, & Larson, 1990). Body Image is a picture of the physical self that is carried in the mind's eye (Melpomene Institute, 1990). Further, Jasper and Maddocks (1992) define "body image" as "the way one sees one's body and how one feels about being init" (p.183). It is a person's experience of his own body. The concept of body image is multidimensional, and includes physiological, psychological, and sociological components (Cash, 1994). Body image includes both weight-related and non-weight related physical features. From the point of view of psychoanalysis, the French child psychoanalyst Francoise Dolto has developed a theory concerning the unconscious body image. Negative feelings towards a person's body can in some cases lead to mental disorders such as depression or eating disorders, though there can be a variety of different reasons why these disorders can occur. Within the media industry there have recently been popular debates focusing on how Size Zero models can negatively influence young people into feeling insecure about their own body image. Body image is often measured by asking the subject to rate their current and ideal body shape using a series of depictions. The difference between these two values is the amount of body dissatisfaction. The desire to lose weight is highly correlated with poor body image, which typically means that more women have a poor body image than men

### Media and Body Image

Media is a pervasive and ever-present entity in this communication era. It is a strong influence for constructing meaning in our everyday lives. Because they tend to see most everything as realistic and attainable, adolescent girls are more likely to emulate the images portrayed in the media. They will attempt to model themselves, both physically and through their actions, after the images viewed. They look to the media to define how they should look, act, and feel.

Pop culture, more than current events, is what adolescent females look to in the media to help them define their role in the world around them (Durham, 1999). Arnett (1995) says that "media consumption gives adolescents a sense of being connected to a larger peer network" (pg. 524). Adolescents look to television, magazines, and movies to help them find and define their station and place in society.

Now while adolescents are developing an increased cognitive capacity to process information (Botta, 1999), critical evaluation skills are not fully matured. This is especially true for adolescents in the 13 to 14 year range (Rosenblum & Lewis, 1999). For these early teens, media have a stronger influence on their view of reality than it does on those even two years younger or older. Those younger are more indifferent to media messages and those older are more critical of the messages presented. It was found that girls in the thirteen to fourteen year age range are the most susceptible to the messages presented through the media.

Granello (1997) found that girls at the ages of 12, 17 and 21 looked to the media to help them define social meaning in different ways. All three age groups looked to television programs to help them construct meaning into their lives. How this meaning was created varied at each developmental level. 12-year-olds looked to the media to define how their lives will be. They looked at the characters and situations presented on television and believed that if they modeled themselves in the same manner they would be able to achieve the same status and rewards as those characters presented. 17-year-olds looked to the media as a way to see how their life could have been given different circumstances (e.g. had they lived in a different geographical location or had a different socioeconomic status). They looked to characters on television as role models and strived achieve the same experiences. They were however, cognizant of the fact that there was no guarantee that their lives would turn out exactly like those portrayed; television characters simply exemplified the ultimate goal. 21-year-olds were able to distinguish the difference between their real lives and the fantasy lives portrayed on the television shows. However, they used the circumstances portrayed on television as a way of initiating dialogue with peers. Though this interaction they were able to collectively construct social and personal meaning.

No one type of media can be held more responsible for the messages presented to adolescent females. Each form of media plays a crucial role in influencing adolescent females in different ways. Although television viewing is related to body dissatisfaction, there are no strong correlations linking this channel of communication to proactive drives for thinness or eating disorder behaviors like there are with magazine consumption (Harrison & Cantor, 1997). And within television viewing, different types of programming are more influential than others (Borzekowski, Robinson, and Killen, 2000; Harrison & Cantor, 1997; Seidemen, 1999). So in order to understand the overall role that media have on female adolescents' perceptions of self and society, all genres must be examined.

Pipher (1994) states that pervasive media messages have a strong influence on an adolescent girl's self image. Adolescent girls, in their search for self identity and social acceptance, are quick to model themselves on the images and messages presented in the media. Their sense of personal identity and ability to interact socially is not yet developed. They look to the media to help them find meaning in their lives, rules for social interactions, and definitions of self. Adolescent girls are heavy consumers of media. The images and messages presented in the media have a strong influence on how an adolescent girl views the world and her role in it.

As the media try, on the surface, to sort through the weight debate, what is being communicated underneath, in many cases, is society's strongly held moral and aesthetic prejudice against being heavier than a thin ideal (Hofschire, 2002). It has been suggested that pressure to be thin from one's social environment encourages body dissatisfaction because repeated messages that one is not thin enough would be expected to produce discontent with physical appearance (Thompson, 1999). These pressures to be thin can emerge from a variety of sources, such as parents, peers, and the media. These pressures can be direct, such as a parent encouraging a daughter to diet, or indirect, such as a peer voicing admiration of ultra slender models (Stice & Whitenton, 2002). Most believe that the media have been the primary causal agent for this shift toward the thin-ideal (Anderson & DiDomenico, 1992). Magazines may write about the fact that you do not have to be runway thin to be healthy, but they stop short of picturing anyone with a little extra weight. Media images are coded to reinforce the dominant beliefs of a society (Harrison, 2001).

### **Media on Adolescent female**

Adolescent females are particularly vulnerable to the thin-promoting messages of the media because they are at a time in their lives when they are seeking outside information to form their self-identity (Botta, 1999). The conflict between their changing body and the media's message of acceptable body image can result in a lowering of self worth and acceptability. Pipher (1994) found that a negative perception of body image is positively correlated to a decrease in self-esteem and confidence of adolescent girls. When they believe that their body image does not meet the accepted ideal, adolescent girls' assessment of self and self-assurance becomes devalued.

The media is an ever-pervasive influence, which helps to present, enforce, and maintain the perception that ultra-thin, non-average body forms should be the desired goal of all women. The portrayal of over-glamorized models presented in fashion magazines, television, and movies sends the message that in order for a female to be successful and accepted, she must be attractive and thin.

However, this reliance on the media for defining societal standards of beauty is not limited to young females. Rickins (1991) found similar results with a study of college students. In this study it was found that exposure to idealized images in advertising raised women's comparison standards for attractiveness and lowered their satisfaction with their own attractiveness. Even the emotions and self-esteem of educated, young adults can be covertly manipulated through media visuals.

This acceptance of the media's presentation of the ideal body image can result in more than just lowered self-esteem and confidence. Attempts to achieve the media's vision of the ideal body form can lead to dangerous and health harming actions. In order to maintain this standard, adolescents can go to extremes. Some research states that two-thirds of high school females are either currently on a diet or intent to start one (Garner , 1997). Body dissatisfaction is the single strongest predictor of eating disorder onset (Phelps, Johnston & Augustyniak, 1999). And females who do diet are much more likely than non-dieters to later engage in more health risking behaviors and develop an eating disorder, such as bulimia or anorexia nervosa (Lowe et al, 1996).

Further studies have stated that there is an association between this damaging dieting behavior in women and the messages presented in mass media, especially women's magazines (Stice, Schupak-Neuberg, Shaw, & Stein, 1994). At least 50% of all teenage girls are regular readers of fashion magazines (Nichter, 2000).

## Research Design

The study adopts an exploratory research design. A survey method was employed to find the effects of TV commercials on the body image perceptions of college students. A quantitative approach provided the focus for exploring the relationships between the TV commercials related determinants and non-media related determinants on the body image perceptions and its consequences. Being an exploratory study, this does not purport to establish a 'cause-effect' between TV commercials and body image perceptions.

## Method

The researcher has adopted the survey research method for the present study. Survey research could indicate associations between TV commercials and body image perceptions of college girls. This survey, was conducted by the administration of questionnaire to a sample of respondents who were college girls, selected from various colleges in Chennai.

## Respondents

The respondents of this study constituted the girl students of colleges in Chennai

S.NO	NAME OF THE COLLEGE	NO OF RESPONDANTS
1.	Women's Christian College	60
2.	Ethiraj College	65
3.	Hindustan College	60
4.	Hindu College	65
<b>TOTAL</b>		<b>250</b>

### **Statistics tests, techniques, Data analysis**

The data from the 250 respondents were coded and entered into Statistical Package For Social Sciences (SPSS). Adequate care was taken to verify with the original questionnaire randomly for errors and corrections.

Factor analysis was performed to explore these factors.

#### **Factor 1: Self-Media Comparison**

Here Self-Media Comparison is defined as individual's tendency to compare one's body to TV ad models body image.

#### **Factor 2: Felt Media Pressure**

Here media pressure is defined as audience perception of pressure from the TV commercials and the TV ad models to acquire the ideal body.

#### **Factor 3: Perceived Media Ideal**

Here perceived media ideal is defined as perception of TV ad model's standards of physical beauty.

#### **Peer Pressure**

Peer Pressure was defined as the pressure an individual receives from her peers, to have an ideal body image.

#### **Self-Esteem**

Self-Esteem was defined as the worthwhile feeling of the self experienced by the individual. Sixteen items are used to find out individual's self esteem. The questions are set as closed ended pattern. Response to the yes adds more points towards high self-esteem. Respondent's self Esteem is evaluated according to the point they get. Individuals with 15-16 points are categorized in person with high level of Self-esteem. 12-14, not bad but room for you to improve. 8-11 points, low self esteem is holding back. Below 8 point, Self-Esteem is drastically low.

### **Consequences of Body Image Perceptions**

#### **Body Image Anxiety**

Body image anxiety was defined as the anxiety the individuals experience with regard to their own body when they realize their body does not match the ideal body. The Likert – type scale contained ordinal level measurement with 5-point responses, ranging from Strongly Disagree to Strongly Agree, with higher scores indicating higher body image anxiety. This scale was constructed and included by the researcher.

#### **Diet and Exercise**

Diet and exercise were defined as the diet and exercise that the respondents take in order to maintain their body image. The Likert – type scale contained ordinal level measurement with 5-point responses, ranging from Never or Rarely to Always, with higher scores indicating higher dieting and exercising.

## Data Analysis and Interpretation

### Data Entry & Clearing

The data of 250 college students were entered in the SPSS. Each questionnaire was assigned a questionnaire number. The concerned data were entered in the data view and the variable view of the SPSS data sheet accordingly.

The respondents of this study were 250 college girls. None of the participants had previously participated in any studies, involving body image or attractiveness. They were drawn from four colleges across Chennai.

### Body Area Satisfaction

	Very satisfied(%)	Satisfied (%)	Neither satisfied nor dissatisfied(%)	Dissatisfied (%)	Very(%) Dissatisfied
Eye	44.2	49.2	5	1.7	-
Eye brows	36.4	54.1	6.6	2.9	-
Nose	33.9	52.5	9.9	3.3	0.4
Lips	38	52.1	6.2	3.7	-
Teeth	31.4	52.1	7.4	8.7	0.4
Hair	31.8	49.6	9.9	6.2	2.5
Overall facial feature	29.8	60.3	5.4	3.3	1.2
Upper torso	32.2	55	11.6	1.2	-
Midtorso	31	51.7	13.2	3.3	0.8
Lower torso	33.5	50	14.9	1.2	0.4
Skin colour	30.2	56.2	7.9	5.4	0.4
Weight	28.1	50.4	10.7	9.5	1.2
Height	31.8	52.1	10.3	5.4	0.4
Overall appearance	31	54.5	12.4	1.2	0.8

### Eye

From the above table it is seen that in the sample size of 242, the number of respondents Dissatisfied towards eye is 4 (1.7%), the number of respondents Neither satisfied Nor dissatisfied towards eye is 12 (5%), the number of respondents Satisfied towards eye is 119 (49.2%), the number of respondents Very Satisfied towards eye is 107 (44.2%).

### Eye brows

From the above table it is seen that in the sample size of 242, the number of respondents Dissatisfied towards Eyebrows is 7 (2.9%), the number of respondents Neither satisfied nor dissatisfied towards Eyebrows is 16 (6.6%), the number of respondents Satisfied towards Eyebrows is 131 (54.1%), number of respondents Very Satisfied towards Eyebrows is 88 (36.4%), the number of respondents Very satisfied towards Eyebrows is 88 (36.4%).

### Nose

From the above table it is seen that in the sample size of 242, the number of respondents Very Dissatisfied towards Nose is 1 (4%), the number of respondents Dissatisfied towards Nose is 8 (3.3%), the number of respondents Neither satisfied

nor dissatisfied towards Eyebrows is 24 (9.9%), the number of respondents Satisfied towards Eyebrows is 127 (52.5%), number of respondents Very Satisfied towards Nose is 82 (33.9%).

## Lips

From the above table it is seen that in the sample size of 242, the number of respondents Dissatisfied towards Lips 9(3.7%), the number of respondents Neither satisfied nor dissatisfied towards Lips is 15 (6.2%), the number of respondents Satisfied towards Lips is 126 (52.1%), the number of respondents Very Satisfied towards Lips is 92 (38%).

## Influence of TV commercials

### 1. TV Commercials lie more

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	19	7.9	7.9	7.9
	Disagree	32	13.2	13.2	21.1
	Neither agree nor disagree	60	24.8	24.8	45.9
	Agree	67	27.7	27.7	73.6
	Strongly agree	64	26.4	26.4	100.0
	Total	242	100.0	100.0	

## Interpretation

From the above table it is seen that in the sample size of 242

19 (7.9%) of the respondents strongly disagree

32 (13.2%) of the respondents disagree

60 (24.8%) of the respondents neither agree nor disagree

67 (27.7%) of the respondents agree

64 (26.4%) of the respondents strongly agree that TV commercials lie more

### 2. Like to have TV ad model's body shape

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	67	27.7	27.7	27.7
	Disagree	62	25.6	25.6	53.3
	Neither agree nor disagree	59	24.4	24.4	77.7



	Agree	34	14.0	14.0	91.7
	Strongly agree	20	8.3	8.3	100.0
	Total	242	100.0	100.0	

### Interpretation

From the above table it is seen that in the sample size of 242

67 (27.7%) of the respondents strongly disagree

62 (25.6%) of the respondents disagree

59 (24.4%) of the respondents neither agree nor disagree

34 (14.0 %) of the respondents agree

20 (8.3%) of the respondents strongly agree that TV commercials lie more

### 3. Felt pressure from TV ad models to lose weight

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	64	26.4	26.4	26.4
	Disagree	84	34.7	34.7	61.2
	Neither agree nor disagree	52	21.5	21.5	82.6
	Agree	26	10.7	10.7	93.4
	Strongly agree	16	6.6	6.6	100.0
	Total	242	100.0	100.0	

### Interpretation

From the above table it is seen that in the sample size of 242

64 (26.4%) of the respondents strongly disagree

84 (34.7%) of the respondents disagree

52 (21.5%) of the respondents neither agree nor disagree

26(10.7 %) of the respondents agree

16 (6.6%) of the respondents strongly agree that they felt pressure from TV ad models to lose weight

#### 4. Do exercise to achieve thin body that TV ad models have

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	84	34.7	34.7	34.7
	Disagree	43	17.8	17.8	52.5
	Neither agree nor disagree	41	16.9	16.9	69.4
	Agree	38	15.7	15.7	85.1
	Strongly agree	36	14.9	14.9	100.0
	Total	242	100.0	100.0	

#### Interpretation

From the above table it is seen that in the sample size of 242

84 (34.7%) of the respondents strongly disagree

43 (17.8%) of the respondents disagree

41 (16.9%) of the respondents neither agree nor disagree

38 (15.7 %) of the respondents agree

36 (14.9%) of the respondents strongly agree that they do exercise to achieve thin body that TV ad models have.

#### 5. TV ads show thin women as being attractive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	47	19.4	19.4	19.4
	Disagree	42	17.4	17.4	36.8
	Neither agree nor disagree	61	25.2	25.2	62.0
	Agree	41	16.9	16.9	78.9
	Strongly agree	51	21.1	21.1	100.0
	Total	242	100.0	100.0	

## Interpretation

From the above table it is seen that in the sample size of 242

47(19.4%) of the respondents strongly disagree

42 (17.4%) of the respondents disagree

61 (25.2%) of the respondents neither agree nor disagree

41 (16.9 %) of the respondents agree

51 (21.1%) of the respondents strongly agree that they do exercise to achieve thin body that TV ad models have.

### 6. Like to have TV ad models's skin colour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	59	24.4	24.4	24.4
	Disagree	46	19.0	19.0	43.4
	Neither agree nor disagree	48	19.8	19.8	63.2
	Agree	65	26.9	26.9	90.1
	Strongly agree	23	9.5	9.5	99.6
	7.00	1	.4	.4	100.0
	Total	242	100.0	100.0	

### 7. Felt pressure from TV ad models to secure skin colour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	68	28.1	28.1	28.1
	Disagree	42	17.4	17.4	45.5
	Neither agree nor disagree	41	16.9	16.9	62.4
	Agree	58	24.0	24.0	86.4
	Strongly agree	33	13.6	13.6	100.0
	Total	242	100.0	100.0	

### Interpretation

From the above table it is seen that in the sample size of 242

68(28.1%) of the respondents strongly disagree

42 (17.4%) of the respondents disagree

41 (16.9%) of the respondents neither agree nor disagree

58 (24%) of the respondents agree

33(13.6%) of the respondents strongly agree that they felt pressure from TV ad models to secure their skin colour

### .8. TV ads show fair women as accepted ones

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	42	17.4	17.4	17.4
	Disagree	44	18.2	18.2	35.5
	Neither agree nor disagree	64	26.4	26.4	62.0
	Agree	48	19.8	19.8	81.8
	Strongly agree	44	18.2	18.2	100.0
	Total	242	100.0	100.0	

### Interpretation

From the above table it is seen that in the sample size of 242

42(17.4%) of the respondents strongly disagree

44 (18.2%) of the respondents disagree

64 (26.4%) of the respondents neither agree nor disagree

48 (19.8%) of the respondents agree

44(18.2%) of the respondents strongly agree that TV ads show fair women as accepted ones

### RESULTS

From the study the following findings were arrived. The current study set out to replicate past research indicating the impact of visual media in eating disorders and body dissatisfaction among college aged women.

- Majority of the adolescent girls spending on watching television less than two hours daily
- They frequently watch entertainment channels
- Majority of the respondents were neutral in their response about the information given by media is real and true
- Majority of the respondents were neutral in their response about influenced by TV advertisements.
- Majority of the respondents were disagreed in their response about lead life of the characters shown by media
- Majority of the respondents were disagreed in their response about changing appearance as per media
- Majority of the respondents were disagreed in their response about knew from media that looking thin and height and having fair skin complexion is beautiful
- Disparity within physical factors, habits & psychological factors in terms of watching television remains neutral however, effect remains significant in Physical factors & habits whereas it was lower in psychological factors
- Respondent's Psychological & Physical factors got influenced and believe information provided by media is real & true, however, there is no/little influence on their habits
- Influence from media is high on psychological factors, moderate in Physical factors & low on habits
- Respondent's wish to change their Physical & Psychological appearance but not their regular habits as per media
- Respondent's Physical & Psychological factors changes/impacted by lead life of the characters shown in the media
- It is not that much evident that thin, height and fair skin is beautiful as shown in the media

## DISCUSSION

Examine visual media and its impact on society, relies on our current understanding and knowledge of mass media as well as social psychology. I had tried to establish that, as the prevalence of visual media has increased, so, too, have the rates of eating disorders and body dissatisfaction among college women. While this may only be a coincidence, there is strong evidence that suggests the relationship between the two is more than just coincidental. Whether the relationship is causal or not is still to be determined because there is currently not enough research due to the incredibly fast-paced media environment.

## CONCLUSION

In combining objectification theory, cultivation theory, the research conclude that visual media does have negative impact on women who are already susceptible to body image concerns. This is a dangerous concern because of the high number of women who are predisposed to body dissatisfaction, coupled with the extremely high and increasing rates of social media use among adolescent girls. However, data points collected from the respondents clearly show there is some amount of impact on the Physical & Psychological factors and very little impact on the habitual activities. This could be an actual fact or the respondents could be little bit hesitant in showing up their real responses. It is very evident in the society & its influence to media however, they are not that much open to accept the real fact.

This paper is not blaming visual media for the recent increase in body image concerns. It is only examined the relationship and made logical conclusions based on psychological theories and cultural studies. This paper has tried to expose the way in which visual media is exacerbating the problem of female body dissatisfaction and eating disorders among college adolescent girls. An increase in media awareness has to be the first step toward encouraging a healthy relationship between a girl, her body, and her media network.

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