

91598R



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

## Level 3 Social Studies, 2019

### 91598 Demonstrate understanding of how ideologies shape society

2.00 p.m. Wednesday 27 November 2019

Credits: Four

#### RESOURCE BOOKLET

Refer to this booklet to answer the questions for Social Studies 91598.

Check that this booklet has pages 2–11 in the correct order and that none of these pages is blank.

**YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.**

## BODY IMAGE IN NEW ZEALAND SOCIETY

### Examples of Ideologies

<b>Consumerism</b>	The idea that spending money and using goods helps the economy; a preoccupation with, and a favouring of, buying things.
<b>Feminism</b>	The idea of political, economic and social equality for the sexes.
<b>Globalism</b>	The idea of the interconnectedness of the modern world and the patterns that underlie it; can be used to describe global trends.

### Social Processes

<b>Social Action</b>	Group or individual behaviour that involves organising action towards social reform. It often involves activity by an interested group directed towards social or institutional change.
<b>Social Media</b>	Forms of electronic communication, such as websites for social networking and microblogging, through which users create online communities to share information, ideas, personal messages, and other content.

## INTRODUCTION

Body image is the perception that a person has of their physical self and the thoughts and feelings that result from that perception. These feelings can be positive, negative, or both, and are influenced by individual and social / environmental factors.

In 2018, a New Zealand community campaigning organisation, *ActionStation*, surveyed 1045 people between the ages of 12 and 24 from cities across the country. Survey participants were asked to choose from a list of 18 concerns and 479 people – almost 46 per cent – chose ‘body image’ as their top concern.

## RESOURCE A: JAMEELA JAMIL GETS ‘AGGRESSIVE’ ABOUT BODY IMAGE

**Body-shaming culture is everywhere, Jameela Jamil, star of *The Good Place*, pointed out – and “it takes someone and something aggressive to tear that down”.**

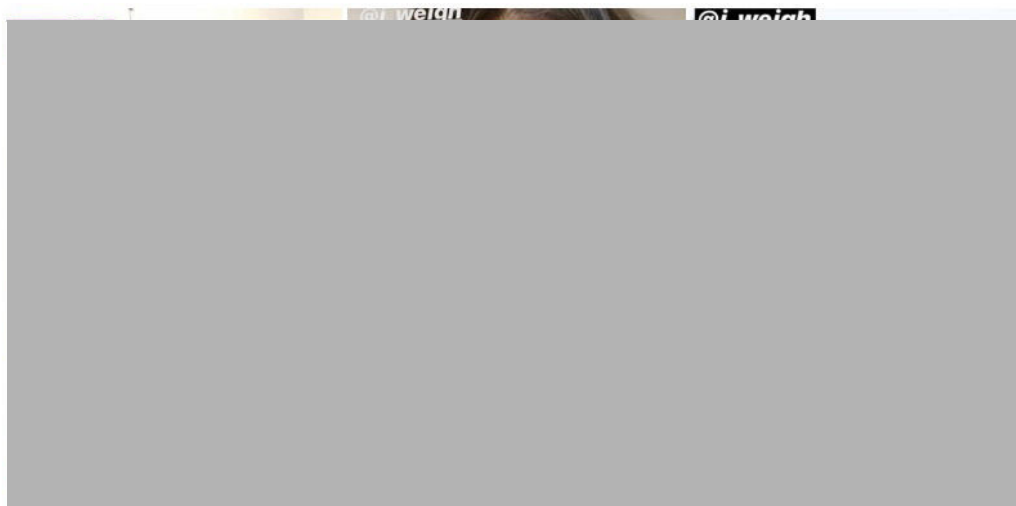
There’s a reason Jamil is so vocal about shutting down body shamers – and she doesn’t plan to stop anytime soon.

The actress spoke at the 2019 #BlogHer Health conference about her “I Weigh” campaign, a social media movement in which she encourages women to describe their qualities and accomplishments, rather than their appearances.

Jamil explained at the conference why she is so aggressive about pulling apart the toxic culture that shames women for their bodies. Ultimately, she said, we women have more important things to think about such as “ ... growing our businesses and our families and our lives and our hearts and our minds”.

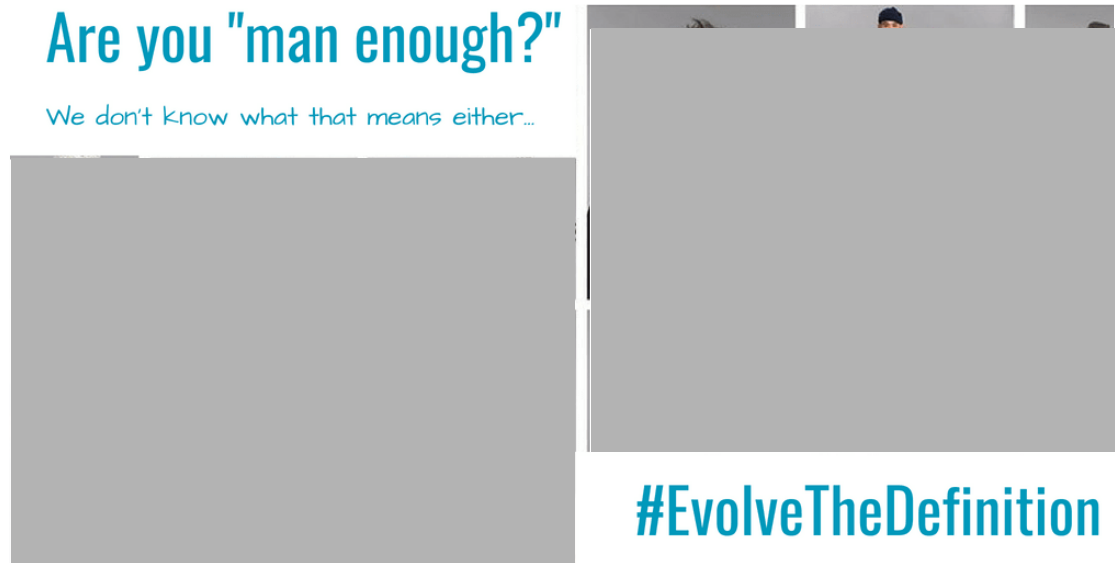
“It’s so aggressive how pervasive the focus on body image is and how it’s everywhere. It takes someone and something aggressive to tear that down.”

Mincing no words, Jamil explained that as a woman, there are far more dire things to worry about, and body image truly should not be one of them.



Contributions to the “I Weigh” social media campaign launched by actress and activist Jameela Jamil

## RESOURCE B: *BONOBOS* CHALLENGES DEFINITIONS OF MASCULINITY



Men's clothing brand *Bonobos* advertises in a whole new way

Men's clothing brand *Bonobos* unveiled #EvolveTheDefinition, a "movement" that questions the definition of masculinity and encourages conversations about what it means to be a man today.

The campaign includes a 90-second "micro-documentary" that has a diverse group of men reading the definition of "masculine", which includes words such as "muscular" and "powerful". They then give their own takes on what it means to be a man.

Walmart-owned *Bonobos* continues to try to build a brand around themes of diversity, inclusivity and more modern portrayals of masculinity, recognising the desire among many consumers for marketers to break with stale gender stereotypes.

It's an approach that's already attracted a lot of attention: the YouTube micro-documentary has racked up more than 4.5 million views, although it has more dislikes than likes, showing how conversations around challenging masculinity can be a touchy subject.

The effort still gels with *Bonobos*' recent creative efforts, including a 30-second TV spot it ran in May 2018 that showed 172 men of different shapes, ages and ethnicities, representing the company's full range of pant sizes.

Despite the risk of backlash, marketers continue to emphasise more positive, progressive portrayals of both men and women in their advertising. This strategy seems to resonate most with younger consumers, who are more often rejecting traditional notions of gender.

In June 2018, the packaged goods giant *Unilever* expanded its "Unstereotype" initiative across all content formats and called on content creators and distributors to remove any outdated stereotypes in their marketing.

*Bonobos* is part of a growing list of male-centred brands to adopt the approach. Direct-to-consumer grooming products company *Harry's* released a three-minute short film in February 2018 titled "A Man Like You" that focuses on what it means to be a man today. Likewise, *Unilever*'s "Axe" switched its messaging in 2017 with an "Is it OK for guys?" campaign that challenged the concept of toxic masculinity through real questions men searched on *Google*.

## RESOURCE C: LIZZO – A PROPONENT FOR BODY IMAGE AND SELF-LOVE

Lizzo, born Melissa Jefferson, released her first solo album in 2013 and, thanks to her bold style and confidence, she's caught our attention.

Lizzo has become a proponent for body positivity and self-love, even describing one of her singles ("Fitness") as her "Declaration of Independence ... " from worrying about the judgements of others concerning her physique.

"I think that it's empowering for young girls to see that it's OK to work out and not have a six-pack," she told *Billboard* magazine in a June 2018 article.

The body-positive musician you've been waiting for

In September 2018, the 30-year-old got real about body image and self-acceptance once again while speaking on a panel at "The CurvyCon" in New York (a two-day event that brings plus-size brands, fashionistas, shopaholics, bloggers and YouTubers into one space, to chat curvy, shop curvy and embrace curvy). She made a comment about the media's constant "attack on women and their bodies", and assured the crowd that "we all have insecurities".

"It's such a wonderful moment that we're out here celebrating our differences, so we can just celebrate ourselves as women, not women who look a certain thing, just as women."

## RESOURCE D: MEN FEEL PRESSURE ABOUT BODY IMAGE TOO

Pick up an issue of *Men's Health* and you'll see that men are not immune from the pressure of body image ... it's reinforced upon them that "bulk is best" and everybody should bulk up – and can, if they work hard enough.

The problem is, men don't talk about their body image insecurities. They don't hear it from male celebrities or sports stars and it's never banter at the bar. It's something hidden from peers and quietly addressed.

Whether plagued by excess kilos or a lack thereof, Kiwi men should start talking to each other about what all this 'Thor-like' pressure is doing.

The only thing men have to lose is this unreasonable idea that it really is possible to achieve something built in a CGI effects studio.

## RESOURCE E: SOCIAL MEDIA IS AFFECTING THE WAY WE VIEW OUR BODIES

**In a survey of more than 1000 people commissioned by a healthcare institution in Florida, women said they compare themselves to images in the media – and most find the comparison unfavourable.**

It's no secret that social media, with its style stars and perfectly toned fitness gurus, can have a negative effect on self-esteem.

Now, new research shows just how damaging all that scrolling can be.

It also reveals the different factors that affect how men and women feel about their bodies. Women, for instance, are most heavily influenced by social media, followed by TV and movies, and their significant other. For men, their significant other is the top factor affecting how they feel about their bodies.

Interestingly, health and simply looking in the mirror were near the bottom of the list for both men and women.

The sexes are also different in how they're affected by images in the media. A whopping 88 per cent of women said they compare themselves to images in the media, with half saying the comparison is unfavourable.

Meanwhile, only 65 per cent of men said they compare themselves to images in the media and, of that, 37 per cent said the comparison is unfavourable.

## RESOURCE F: THE IMPORTANCE OF BODY POSITIVITY



Beauty is universal

## RESOURCE G: THE DOVE “CAMPAIGN FOR REAL BEAUTY”

**The *Dove* “Campaign for Real Beauty” has been called a lot of things, from a “game changer” and “a breath of fresh air”, to “hypocritical”, “sexist”, and “sneaky”. So why has the campaign, whose major innovation was to use advertisements that featured real women rather than airbrushed models or celebrity spokespersons, sparked so much controversy?**

*Dove* launched the “Campaign for Real Beauty” in 2004. The main message of the *Dove* campaign was that unique differences should be celebrated, rather than ignored, and that physical appearance should be transformed from a source of anxiety to a source of confidence.

This message was delivered through a variety of communication means, including TV commercials, magazine spreads, talk shows, and a worldwide conversation via the Internet. Despite the immense popularity and commercial success of the campaign, it has also been subject to much criticism. On the one hand, the *Dove* “Campaign for Real Beauty” can be viewed as adopting a positive message, with the goal of changing women’s attitudes towards their perception of beauty. On the other hand, consumers are also aware of the campaign’s conflicting goal, which is to increase sales.

### The Good

One of the greatest achievements of the *Dove* campaign is that it initiated a global conversation to widen the definition of beauty. The main issue being targeted was the repetitive use of unrealistic, unattainable images, which consequently pose restrictions on the definition of beauty. *Dove* sought to change the culture of advertising by challenging beauty stereotypes; they selected real women [individuals] whose appearances are outside the stereotypical norms of beauty. The real women were attractive and likeable to their female audience because they were relatable and provided a “fresh” perspective within the media.

The campaign’s success is evident in the tremendous publicity it has received. Overall, much of the campaign’s success can be attributed to it being the first digital campaign to drive participants to a supportive online community that reached over 200 million people worldwide, with over 26 million people participating in the campaign online.

Feeling positively about *Dove*, and purchasing their products, allows women to show that they too believe society’s values regarding beauty need to change, from a focus on outer appearance and the “thin ideal”, to a focus on inner beauty and confidence.

### The Bad

By contrast, Vermont University associate professor Sarah Heiss argues that while *Dove* sought to challenge dominant beauty norms by depicting “real” women with “real” curves in their advertisements, these “real” women still appeared similar enough to pre-existing ideals that they too would be accepted by most beauty standards. Heiss suggests this was a failure on *Dove*’s part to truly widen the definition of beauty.

Furthermore, she argues that in neglecting to include a woman with a disabled body in their campaign ad, *Dove* fails to ascribe value to certain (“very real”) body types, and instead reinforces traditional understandings of the body and of beauty. This is evident in *Dove*’s casting calls, which read: no tattoos, no scars, flawless skin, beautiful hair, etc. Moreover, there have also been claims that *Dove* engages in digital retouching of their ad campaigns, explicitly in contradiction of their advertising campaign’s message.

## RESOURCE H: *AIR NEW ZEALAND* LIFTS BAN ON STAFF TATTOOS

***Air New Zealand* says it is ending a long-standing ban on staff having visible tattoos after facing criticism that the policy discriminated against Māori employees.**

Some New Zealanders with Māori heritage wear tattoos on their face or arms that represent their genealogy and are culturally sacred.

But uniform rules at the national carrier restrict them from applying for roles such as flight attendant.

Many cultural and human rights advocates said the policy was discriminatory and noted that *Air New Zealand* draws on the Māori language in its marketing campaigns and uses a fern-like symbol known as a “koru” in its logo and on the tail of its planes.

*Air New Zealand* chief executive Christopher Luxon said, in June 2019, the policy was being dropped and non-offensive tattoos would be allowed.

“In conversations we’ve had with customers and our own people domestically and overseas in the past five months, it’s clear that there is growing acceptance of tattoos in New Zealand, particularly as a means of cultural and individual expression,” Mr Luxon said.

“I’m extremely proud to be making this announcement. It reinforces our position at the forefront of the airline industry in embracing diversity and enabling employees to express individuality or cultural heritage.”

## RESOURCE I: NEW ZEALAND’S SPIRALLING STEROID HABIT

**It’s not the elite athletes who are doping themselves up on steroids. It’s young gym-goers who think looking buff will make them a ‘real man’.**

If you’ve been keeping up with medical news over the past few years, or if you’re just under 35 and go to the gym, you’ll know that New Zealand has a spiralling steroid habit.

Customs seized 331 parcels of steroids at immigration borders in 2016, up from 89 parcels in 2009.

And apparently even that doesn’t meet the demand. The medical community has begun to catch on to it, with the massive rise in steroid usage headlining New Zealand medical conferences in recent years.

Dr Emma Lawrey, an emergency doctor, says the people who are using steroids are typically guys in their 20s who go to the gym.

“We have not found a lot of use among top athletes,” agrees head of *Drug Free Sport New Zealand* Graeme Steel, “but the use of steroids, peptides and the like appears to be growing across the community and in gyms. The availability seems to be greater.”

Basically, it’s normal dudes who are feeling the pressure to be constantly buff – and risking heart failure, infertility and strokes to do so.

The media chalks the steroid use up to rising male vanity but it’s not vanity, it’s insecurity.

It starts with the rise of social media, which spams your brain with countless gym-rat “influencers” who pretend that the only way to get their perfect body is clean eating and hard work, setting the standard of beauty so high as to make you feel inadequate.



## RESOURCE J: THE UNIQUE BODY IMAGE PROBLEM POSED BY SOCIAL MEDIA

**With easy-to-use retouching apps out there, are the ‘real’ people in our lives becoming fake too?**

Social media is a strange beast. Consider the app, Facetune, which makes the application of Valencia (an Instagram filter) seem like child’s play. Facetune is the Photoshop of selfies; it allows you to retouch your skin, add make-up, whiten your teeth, widen your mouth, change your eye colour, change your hair and basically make you look like someone else.

It’s comical, and yet social media, as we are learning, is seriously powerful.

“We have been exploring the impact of social media and, other research, not just our own, shows that people who are more engaged with social media are more vulnerable to developing body image problems,” explains Susan Paxton, a professor of psychology at LaTrobe University, who discussed her latest findings at the *Australian Psychology Society* congress in September 2016.

It’s not just viewing images that have been manipulated and carefully curated to present a certain image; it’s the way people curate and manipulate photos of themselves in return that generated a whole new way of keeping up with the Joneses (although Kardashians might be the more apt comparison in this instance).

There is no need to avoid using social media, burn the magazines and embrace technophobia. Social media, for all the distortion of reality, can also have a positive influence, allowing self and creative expression, bolstering social connections and keeping abreast of friends’ lives.

Rather, the professor says that social media literacy can help to counter some of its pervasiveness.

“Social media literacy, that is, being more critical about what they are viewing ... seems to help off-set some of the negative influences of being exposed to all of these idealised images that we have around us,” she says.

“It is helpful to think about why people are presenting themselves the way they do and what it is they’re trying to communicate, and to think about it from the point of view that they’re creating an image of themselves that isn’t a realistic image ... the more people come to understand that the less likely they are to make comparisons that are unfavourable to them.”



We see them everyday – in magazines, on billboards, the sides of buses and on social media. Retouched photos – they’re everywhere.

## RESOURCE K: KIWI FASHION STAR DEFENDS PLUS-SIZE MODELS

**Plus-size model Jemma Grobbelaar talks modelling and challenges the critics.**



Jemma Grobbelaar leading the Euro Speed Championships for kite surfing in 2009

An internationally successful Kiwi plus-size model and former sports star has hit back at criticism of the promotion of larger-sized models in the fashion industry.

Grobbelaar said it was not about what size you were but about having a balanced life. She was a professional kite surfer from 17 and won a European Speed Sailing Championships title in 2009. She is now a fashion model and owns a wine company.

"I've been to a lot of castings ... And ... friends of mine

have said, 'how can you do it ... ' But ... you've got to realise, look, everyone's beautiful in their own way – and you've got to flaunt it."

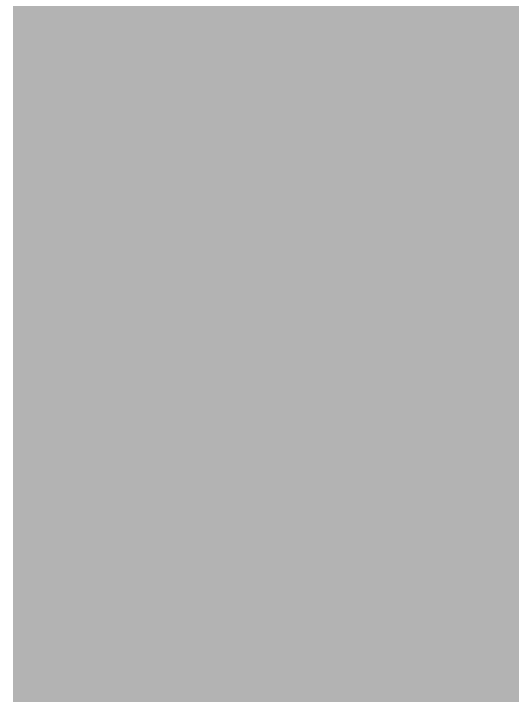
Models of different sizes and shapes were becoming "role models ... they're promoting body confidence ... they are promoting inclusion, and inclusion from a commercial perspective too."

"As a size 16, I don't want to see a size 8 model wearing clothes I want to wear on the runway. I want to see how these size clothes will look on my size ... before I buy them."

Grobbelaar has been on the runway at New Zealand Fashion Week for a few years, representing 62 *Management* model and talent agency.

She said, "I just want to encourage diversity and inclusion".

"It's really refreshing to see fashion designers starting to engage and interact with all kinds of body types."



Jemma Grobbelaar modelling nowadays

## Acknowledgements

Material from the following sources has been adapted for use in this examination (accessed 24 June 2019).

### Resource A

Text: [https://www.huffpost.com/entry/jameela-jamil-body-positivity-eating-disorder\\_n\\_5c7d79afe4b0a6fcad23d0bc?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce\\_referrer\\_](https://www.huffpost.com/entry/jameela-jamil-body-positivity-eating-disorder_n_5c7d79afe4b0a6fcad23d0bc?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce_referrer_)

Image: <https://thespinoff.co.nz/wp-content/uploads/2019/05/pjimage-20.jpg>

### Resource B

Text: <https://www.marketingdive.com/news/bonobos-challenges-definitions-of-masculinity-with-viral-micro-documentary/528123/>

Image: [https://i2.wp.com/sweetteasmalltalk.com/wp-content/uploads/2018/08/Are-you-\\_man-enough\\_.png](https://i2.wp.com/sweetteasmalltalk.com/wp-content/uploads/2018/08/Are-you-_man-enough_.png)

### Resource C

Text: [https://www.huffpost.com/entry/lizzo-style\\_n\\_5ba142ece4b04d32ebfd6b45](https://www.huffpost.com/entry/lizzo-style_n_5ba142ece4b04d32ebfd6b45)

Image: <https://studybreaks.com/wp-content/uploads/2019/02/lizzo-site.jpg>

### Resource D

Text: <https://www.stuff.co.nz/life-style/well-good/motivate-me/89014895/manifesto-men-feel-pressure-about-their-body-image-too>

### Resource E

Text: <https://www.today.com/style/social-media-affecting-way-we-view-our-bodies-it-s-t128500>

### Resource F

Image: <https://belatina.com/the-fine-line-between-body-positivity-health/>

### Resource G

Text: <https://www.in-mind.org/article/the-good-the-bad-and-the-ugly-of-the-dove-campaign-for-real-beauty>

### Resource H

Text: <https://www.abc.net.au/news/2019-06-11/air-new-zealand-lifts-ban-on-staff-tattoos/11197906>

### Resource I

Text: <https://www.stuff.co.nz/life-style/well-good/106870897/verity-johnson-men-are-falling-victim-to-bodyimage-troubles-too>

### Resource J

Text: <https://www.stuff.co.nz/life-style/well-good/84456418/the-unique-body-image-problem-posed-by-social-media>

Image: <https://www.bbc.co.uk/newsround/46467338>

### Resource K

Text: [https://www.nzherald.co.nz/lifestyle/news/article.cfm?c\\_id=6&objectid=11899044](https://www.nzherald.co.nz/lifestyle/news/article.cfm?c_id=6&objectid=11899044)

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<http://62management.com/talent/jemma-grobbelaar/>

