

# UNBEARABLE WEIGHT

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FEMINISM,  
WESTERN CULTURE,  
AND THE BODY

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reality. Its celebration of female flesh now presents itself in jarring dissonance with the fact that women, feminists included, are starving themselves to death in our culture.

This is not to deny the benefits of diet, exercise, and other forms of body management. Rather, I view our bodies as a site of struggle, where we must *work* to keep our daily practices in the service of resistance to gender domination, not in the service of docility and gender normalization. This work requires, I believe, a determinedly skeptical attitude toward the routes of seeming liberation and pleasure offered by our culture. It also demands an awareness of the often contradictory relations between image and practice, between rhetoric and reality. Popular representations, as we have seen, may forcefully employ the rhetoric and symbolism of empowerment, personal freedom, "having it all." Yet female bodies, pursuing these ideals, may find themselves as distracted, depressed, and physically ill as female bodies in the nineteenth century were made when pursuing a feminine ideal of dependency, domesticity, and delicacy. The recognition and analysis of such contradictions, and of all the other collusions, subversions, and enticements through which culture enjoins the aid of our bodies in the reproduction of gender, require that we restore a concern for female praxis to its formerly central place in feminist politics.

## Reading the Slender Body



In the late Victorian era, arguably for the first time in the West, those who could afford to eat well began systematically to deny themselves food in pursuit of an aesthetic ideal.<sup>1</sup> Certainly, other cultures had dieted. Aristocratic Greek culture made a science of the regulation of food intake, as a road to self-mastery and the practice of moderation in all things.<sup>2</sup> Fasting, aimed at spiritual purification and domination of the flesh, was an important part of the repertoire of Christian practice in the Middle Ages.<sup>3</sup> These forms of diet can clearly be viewed as instruments for the development of a "self"—whether an "inner" self, for the Christians, or a public self, for the Greeks—constructed as an arena in which the deepest possibilities for human excellence may be realized. Rituals of fasting and asceticism were therefore reserved for the select few, aristocratic or priestly, who were deemed capable of achieving such excellence of spirit. In the late nineteenth century, by contrast, the practices of body management begin to be middle-class preoccupations, and concern with diet becomes attached to the pursuit of an idealized physical weight or shape; it becomes a project in service of body rather than soul. Fat, not appetite or desire, became the declared enemy, and people began to measure their dietary achievements by the numbers on the scale rather than by the level of their mastery of impulse and excess. The bourgeois "tyranny of slenderness" (as Kim Chernin has called it)<sup>4</sup> had begun its ascendancy (particularly over women), and with it the development of numerous technologies—diet, exercise, and, later on, chemicals and surgery—aimed at a purely physical transformation.



Today, we have become acutely aware of the massive and multifaceted nature of such technologies and the industries built around them. To the degree that a popular critical consciousness exists, however, it has been focused largely (and not surprisingly) on what



has been viewed as pathological or extreme—on the unfortunate minority who become “obsessed” or go “too far.” Television talk shows feature tales of disasters caused by stomach stapling, gastric bubbles, gastrointestinal bypass operations, liquid diets, compulsive exercising. Magazines warn of the dangers of fat-reduction surgery and liposuction. Books and articles about bulimia and anorexia nervosa proliferate. The portrayal of eating disorders by the popular media is often lurid; audiences gasp at pictures of skeletal bodies or at item-by-item descriptions of the mounds of food eaten during an average binge. Such presentations create a “side show” relationship between the (“normal”) audience and those on view (“the freaks”). To the degree that the audience may nonetheless recognize themselves in the behavior or reported experiences of those on stage, they confront themselves as “pathological” or outside the norm.

Of course, many of these behaviors *are* outside the norm, if only because of the financial resources they require. But preoccupation with fat, diet, and slenderness are not abnormal.<sup>5</sup> Indeed, such preoccupation may function as one of the most powerful normalizing mechanisms of our century, insuring the production of self-monitoring and self-disciplining “docile bodies” sensitive to any departure from social norms and habituated to self-improvement and self-transformation in the service of those norms. Seen in this light, the focus on “pathology,” disorder, accident, unexpected disaster, and bizarre behavior obscures the normalizing function of the technologies of diet and body management. For women, who are subject to such controls more profoundly and, historically, more ubiquitously than men, the focus on “pathology” (unless embedded in a political analysis) diverts recognition from a central means of the reproduction of gender.

In this essay I examine the normalizing role of diet and exercise by analyzing popular representations through which their cultural meaning is crystallized, metaphorically encoded, and transmitted. More specifically, I pursue here Mary Douglas’s insight that images of the “microcosm”—the physical body—may symbolically reproduce central vulnerabilities and anxieties of the “macrocosm”—the social body.<sup>6</sup> I will explore this insight by reading, as the text or surface on which culture is symbolically written, some dominant

meanings that are connected, in our time, to the imagery of slenderness.<sup>7</sup>

The first step in my argument is a decoding of the contemporary slenderness ideal so as to reveal the psychic anxieties and moral valuations contained within it—valuations concerning correct and incorrect management of impulse and desire. In the process I describe a key contrast between two different symbolic functions of body shape and size: (1) the designation of social position, such as class status or gender role; and (2) the outer indication of the spiritual, moral, or emotional state of the individual. Next, aided by the significant work of Robert Crawford, I turn to the social body of consumer culture in order to demonstrate how the “correct” management of desire in that culture, requiring as it does a contradictory double-bind construction of personality, inevitably produces an unstable bulimic personality-type as its norm, along with the contrasting extremes of obesity and self-starvation.<sup>8</sup> These symbolize, I will argue, the contradictions of the social body—contradictions that make self-management a continual and virtually impossible task in our culture. Finally, I introduce gender into this symbolic framework, showing how additional resonances (concerning the cultural management of female desire, on the one hand, and female flight from a purely reproductive destiny, on the other) have overdetermined slenderness as the current ideal for women.

#### CONTEMPORARY ANXIETY AND THE ENEMY FLAB

In the magazine show “20/20,” several ten-year-old boys were shown some photos of fashion models. The models were pencil-thin. Yet the pose was such that a small bulge of hip was forced, through the action of the body, into protuberance—as is natural, unavoidable on any but the most skeletal or the most tautly developed bodies. We bend over, we sit down, and the flesh coalesces in spots. These young boys, pointing to the hips, disgustedly pronounced the models to be “fat.” Watching the show, I was appalled at the boys’ reaction. Yet I could not deny that I had also been surprised at my own current perceptions while re-viewing female bodies in movies from the 1970s; what once appeared slender and fit now seemed loose and flabby. *Weight* was not the key element



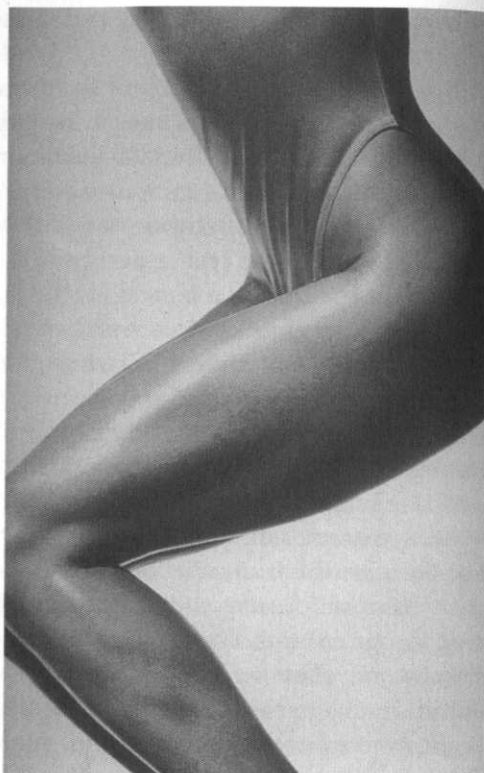


FIGURE 26

in these changed perceptions—my standards had not come to favor *thinner* bodies—rather, I had come to expect a tighter, smoother, more contained body profile (see Figure 26, which dramatically captures the essence of this ideal).

The self-criticisms of the anorectic, too, are usually focused on particular soft, protuberant areas of the body (most often the stomach) rather than on the body as a whole. Karen, in Ira Sacker and Marc Zimmer's *Dying to Be Thin*, tries to dispel what she sees as the myth that the anorectic misperceives her whole body as fat:

I hope I'm expressing myself properly here, because this is important. You have to understand. I don't see my whole body as fat. When I look in the mirror I don't really see a fat person there. I see certain things about me that are really thin. Like my arms and legs. But I can

tell the minute I eat certain things that my stomach blows up like a pig's. I know it gets distended. And it's disgusting. That's what I keep to myself—hug to myself.<sup>9</sup>

Or Barbara, from Dalma Heyn's article on "Body Vision":

Sometimes my body looks so bloated, I don't want to get dressed. I like the way it looks for exactly two days each month: usually, the eighth and ninth days after my period. Every other day, my breasts, my stomach—they're just awful lumps, bumps, bulges. My body can turn on me at any moment; it is an out-of-control mass of flesh.<sup>10</sup>

Much has been made of such descriptions, from both psychoanalytic and feminist perspectives. But for now I wish to pursue these images of unwanted bulges and erupting stomachs in another direction than that of gender symbolism. I want to consider them as a metaphor for anxiety about internal processes out of control—uncontained desire, unrestrained hunger, uncontrolled impulse. Images of bodily eruption frequently function symbolically in this way in contemporary horror movies and werewolf films (*The Howling*, *A Teen-Age Werewolf in London*) and in David Cronenberg's remake of *The Fly*. The original *Fly* imagined a mechanical joining of fly parts and person parts, a variation on the standard "half-man, half-beast" image. In Cronenberg's *Fly*, as in the werewolf genre, a new, alien, libidinous, and uncontrollable self literally bursts through the seams of the victims' old flesh. (A related, frequently copied image occurs in *Alien*, where a parasite erupts from the chest of the human host.) In advertisements, the construction of the body as an alien attacker, threatening to erupt in an unsightly display of bulging flesh, is a ubiquitous cultural image.

Until the 1980s, excess weight was the target of most ads for diet products; today, one is much more likely to find the enemy constructed as bulge, fat, or flab. "Now," a typical ad runs, "get rid of those embarrassing bumps, bulges, large stomach, flabby breasts and buttocks. Feel younger, and help prevent cellulite build-up. . . . Have a nice shape with no tummy." To achieve such results (often envisioned as the absolute eradication of body, as in "no tummy") a violent assault on the enemy is usually required; bulges must be "attacked" and "destroyed," fat "burned," and stomachs (or, more disgustedly, "guts") must be "busted" and "eliminated" (Figure 27). The increasing popularity of liposuction, a far from



"I have lost 15 lbs. in three weeks without a change in diet" C.K. Flushing, NY

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- Aids in Digestion
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FIGURE 27

totally safe technique developed specifically to suck out the unwanted bulges of people of normal weight (it is not recommended for the obese), suggests how far our disgust with bodily bulges has gone. The ideal here is of a body that is absolutely tight, contained, "bolted down," firm: in other words, a body that is protected against eruption from within, whose internal processes are under control. Areas that are soft, loose, or "wiggly" are unacceptable,

even on extremely thin bodies. Cellulite management, like liposuction, has nothing to do with weight loss, and everything to do with the quest for firm bodily margins.

This perspective helps illuminate an important continuity of meaning in our culture between compulsive dieting and bodybuilding, and it reveals why it has been so easy for contemporary images of female attractiveness to oscillate between a spare, "minimalist" look and a solid, muscular, athletic look. The coexistence of these seemingly disparate images does not indicate that a post-modern universe of empty, endlessly differentiating images now reigns. Rather, the two ideals, though superficially very different, are united in battle against a common enemy: the soft, the loose; unsolid, excess flesh. It is perfectly permissible in our culture (even for women) to have substantial weight and bulk—so long as it is tightly managed. Simply to be slim is not enough—the flesh must not "wiggle" (Figure 28). Here we arrive at one source of insight into why it is that the image of ideal slenderness has grown thinner and thinner throughout the 1980s and early 1990s, and why women with extremely slender bodies often still see themselves as fat. Unless one takes to muscle-building, to achieve a flab-free, excess-free body one must trim very near the bone.

#### SLENDERNESS AND THE INNER STATE OF THE SELF

The moral—and, as we shall see, economic—coding of the fat/slender body in terms of its capacity for self-containment and the control of impulse and desire represents the culmination of a developing historical change in the social symbolism of body weight and size. Until the late nineteenth century, the central discriminations marked were those of class, race, and gender; the body indicated social identity and "place." So, for example, the bulging stomachs of successful mid-nineteenth-century businessmen and politicians were a symbol of bourgeois success, an outward manifestation of their accumulated wealth.<sup>11</sup> By contrast, the gracefully slender body announced aristocratic status; disdainful of the bourgeois need to display wealth and power ostentatiously, it commanded social space invisibly rather than aggressively, seemingly above the commerce in appetite or the need to eat. Subsequently, this ideal began to be appropriated by the status-seeking middle



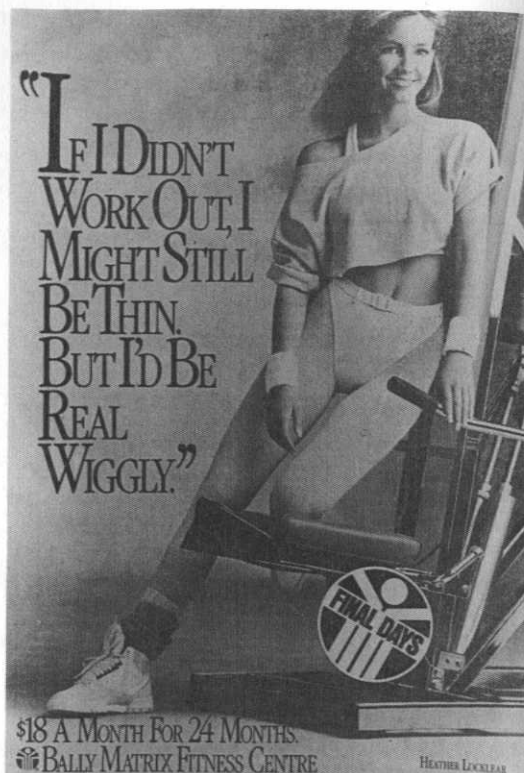


FIGURE 28

class, as slender wives became the showpieces of their husbands' success.<sup>12</sup>

Corpulence went out of middle-class vogue at the end of the century (even William Howard Taft, who had weighed over three hundred pounds while in office, went on a reducing diet). Social power had come to be less dependent on the sheer accumulation of material wealth and more connected to the ability to control and manage the labor and resources of others. At the same time, excess body weight came to be seen as reflecting moral or personal inadequacy, or lack of will.<sup>13</sup> These associations are possible only in a culture of overabundance—that is, in a society in which those who control the production of “culture” have more than enough to eat. The moral requirement to diet depends on the material preconditions that make the choice to diet an option and the possibility of personal “excess” a reality. Although slenderness continues to re-

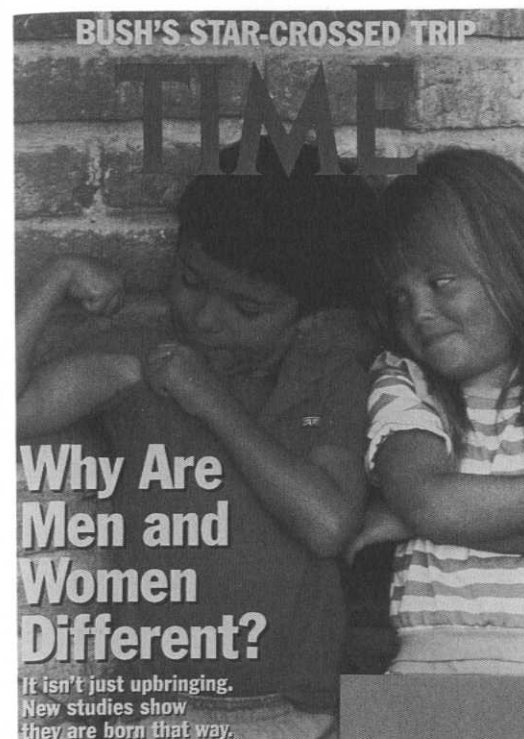


FIGURE 29

tain some of its traditional class associations (“a woman can never be too rich or too thin”), the importance of this equation has eroded considerably since the 1970s. Increasingly, the size and shape of the body have come to operate as a market of personal, internal order (or disorder)—as a symbol for the emotional, moral, or spiritual state of the individual.

Consider one particularly clear example, that of changes in the meaning of the muscled body. Muscularity has had a variety of cultural meanings that have prevented the well-developed body from playing a major role in middle-class conceptions of attractiveness. Of course, muscles have chiefly symbolized and continue to symbolize masculine power as physical strength, frequently operating as a means of coding the “naturalness” of sexual difference, as a *Time* cover and a Secret ad illustrate (Figures 29 and 30). But at the same time (and as the Secret ad illustrates), they have been





FIGURE 30

associated with manual labor and proletarian status, and they have often been suffused with racial meaning as well (as in numerous film representations of sweating, glistening bodies belonging to black slaves and prizefighters). Under the racial and class biases of our culture, muscles thus have been associated with the insensitive, unintelligent, and animalistic (recall the well-developed Marlon Brando as the emotionally primitive, physically abusive Stanley Kowalski in *A Streetcar Named Desire*). Moreover, as the body itself is dominantly imagined within the West as belonging to the "nature" side of a nature/culture duality, the more body one has had, the more uncultured and uncivilized one has been expected to be.

Today, however, the well-muscled body has become a cultural icon; "working out" is a glamorized and sexualized yuppie activity. No longer signifying inferior status (except when developed to extremes, at which point the old association of muscles with brute, unconscious materiality surfaces once more), the firm, developed body has become a symbol of correct attitude; it means that one "cares" about oneself and how one appears to others, suggesting willpower, energy, control over infantile impulse, the ability to "shape your life" (Figure 31). "You exercise, you diet," says Heather Locklear, promoting Bally Matrix Fitness Centre on television, "and you can do anything you want." Muscles express sexuality, but controlled, managed sexuality that is not about to erupt in unwanted and embarrassing display.<sup>14</sup>

To the degree that the question of class still operates in all this, it relates to the category of social mobility (or lack of it) rather than class location. So, for example, when associations of fat and lower-class status exist, they are usually mediated by moral qualities—fat being perceived as indicative of laziness, lack of discipline, unwillingness to conform, and absence of all those "managerial" abilities that, according to the dominant ideology, confer upward mobility (Figure 32). Correspondingly, in popular teen movies such as *Flashdance* and *Vision Quest*, the ability of the (working-class) heroine and hero to pare, prune, tighten, and master the body operates as a clear symbol of successful upward aspiration, of the penetrability of class boundaries to those who have "the right stuff." These movies (as one title makes explicit) are contemporary "quest myths"; like their prototype, *Rocky*, they follow the struggle of an individual to attain a personal grail, against all odds and through numerous trials. But



FIGURE 31

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unlike the film quests of a previous era (which sent Mr. Smith to Washington and Mr. Deeds to town to battle the respective social evils of corrupt government and big business), *Flashdance* and *Vision Quest* render the hero's and heroine's commitment, will and spiritual integrity through the metaphors of weight loss, exercise, and tolerance of and ability to conquer physical pain and exhaustion. (In *Vision Quest*, for example, the audience is encouraged to admire the young wrestler's perseverance when he ignores the fainting spells and nosebleeds caused by his rigorous training and dieting.)

Not surprisingly, young people with eating disorders often thematize their own experience in similar terms, as in the following excerpt from an interview with a young woman runner:

Well, I had the willpower, I could train for competition, and I could turn down food any time. I remember feeling like I was on a constant high. And the pain? Sure, there was pain. It was incredible. Between

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of power in Manhattan.**

biggest obstacle in staying fit is just getting to a club. ▼ For these people we announce our association with the Manhattan Sports Club, as The Vertical Club Collection. ▼ And extend this invitation. ▼ Visit one of our four exclusive clubs and receive a free personal training session. ▼ Like our members, you'll learn that acquiring power in Manhattan is all a matter of knowing where to look.

Receive a personal training session, free.

**The  
Vertical Club  
Collection**



FIGURE 32



the hunger and the muscle pain from the constant workouts? I can't tell you how much I hurt.

You may think I was crazy to put myself through constant, intense pain. But you have to remember, I was fighting a battle. And when you get hurt in a battle, you're proud of it. Sure, you may scream inside, but if you're brave and really good, then you take it quietly, because you know it's the price you pay for winning. And I needed to win. I really felt that if I didn't win, I would die . . . all these enemy troops were coming at me, and I had to outsmart them. If I could discipline myself enough—if I could keep myself lean and strong—then I could win. The pain was just a natural thing I had to deal with.<sup>15</sup>

As in *Vision Quest*, the external context is training for an athletic event. But here, too, that goal becomes subordinated to an internal one. The real battle, ultimately, is with the self. At this point, the limitations of the brief history presented in the opening paragraph of this essay are revealed. In that paragraph, the contemporary preoccupation with diet is contrasted to historical projects of body management that were suffused with moral meaning. In this section, however, I have suggested that examination of even the most shallow representations (teen movies) discloses a moral ideology—one, in fact, seemingly close to the aristocratic Greek ideal described by Foucault in *The Use of Pleasure*. The central element of that ideal, as Foucault describes it, is "an agonistic relation with the self"—aimed, not at the extirpation of desire and hunger in the interests of "purity" (as in the Christian strain of dualism), but at a "virile" mastery of desire through constant "spiritual combat."<sup>16</sup>

For the Greeks, however, the "virile" mastery of desire took place in a culture that valorized moderation. The culture of contemporary body-management, struggling to manage desire in a system dedicated to the proliferation of desirable commodities, is very different. In cultural fantasies such as *Vision Quest* and *Flashdance*, self-mastery is presented as an attainable and stable state; but, as I argue in the next section of this essay, the reality of the contemporary agonism of the self is another matter entirely.

#### SLENDERNESS AND THE SOCIAL BODY

Mary Douglas, looking on the body as a system of "natural symbols" that reproduce social categories and concerns, has argued that

anxiety about the maintenance of rigid bodily boundaries (manifested, for example, in rituals and prohibitions concerning excreta, saliva, and the strict delineation of "inside" and "outside") is most evident and intense in societies whose external boundaries are under attack.<sup>17</sup> Let me hypothesize, similarly, that preoccupation with the "internal" management of the body (that is, management of its desires) is produced by instabilities in what could be called the macro-regulation of desire within the system of the social body.

In advanced consumer capitalism, as Robert Crawford has elegantly argued, an unstable, agonistic construction of personality is produced by the contradictory structure of economic life.<sup>18</sup> On the one hand, as producers of goods and services we must sublimate, delay, repress desires for immediate gratification; we must cultivate the work ethic. On the other hand, as consumers we must display a boundless capacity to capitulate to desire and indulge in impulse; we must hunger for constant and immediate satisfaction. The regulation of desire thus becomes an ongoing problem, as we find ourselves continually besieged by temptation, while socially condemned for overindulgence. (Of course, those who cannot afford to indulge their desires as consumers, teased and frustrated by the culture, face a much harsher dilemma.)

Food and diet are central arenas for the expression of these contradictions. On television and in popular magazines, with a flip of the page or barely a pause between commercials, images of luscious foods and the rhetoric of craving and desire are replaced by advertisements for grapefruit diets, low-calorie recipes, and exercise equipment. Even more disquieting than these manifest oppositions, however, are the constant attempts by advertisers to mystify them, suggesting that the contradiction doesn't really exist, that one can "have it all." Diets and exercise programs are accordingly presented with the imagery of instant gratification ("From Fat to Fabulous in 21 Days," "Size 22 to Size 10 in No Time Flat," "Six Minutes to an Olympic-Class Stomach") and effortlessness ("3,000 Sit-Ups Without Moving an Inch . . . 10 Miles of Jogging Lying Flat on Your Back" [Figure 33], "85 Pounds Without Dieting," and even, shamelessly, "Exercise Without Exercise"). In reality, however, the opposition is not so easily reconciled. Rather, it presents a classic double bind, in which the self is torn in two mutually incompatible directions. The contradiction is not an abstract one but stems from



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Card #

Exp. Date

FIGURE 33

the specific historical construction of a "consuming passion" from which all inclinations toward balance, moderation, rationality, and foresight have been excluded.

Conditioned to lose control at the mere sight of desirable products, we can master our desires only by creating rigid defenses against them. The slender body codes the tantalizing ideal of a well-managed self in which all is kept in order despite the contradictions of consumer culture. Thus, whether or not the struggle is played out in terms of food and diet, many of us may find our lives vacillating between a daytime rigidly ruled by the "performance principle" and nights and weekends that capitulate to unconscious "letting go" (food, shopping, liquor, television, and other addictive drugs). In this way, the central contradiction of the system inscribes itself on our bodies, and bulimia emerges as a characteristic modern personality construction. For bulimia precisely and explicitly expresses the extreme development of the hunger for unrestrained consumption (exhibited in the bulimic's uncontrollable food binges) existing in unstable tension alongside the requirement that we sober up, "clean up our act," get back in firm control on Monday morning (the necessity for purge—exhibited in the bulimic's vomiting, compulsive exercising, and laxative purges).

The same structural contradiction is inscribed in what has been termed (incorrectly) the "paradox" that we have an "epidemic" of anorexia nervosa in this country "despite the fact that we have an overweight majority."<sup>19</sup> Far from paradoxical, the coexistence of anorexia and obesity reveals the instability of the contemporary personality construction, the difficulty of finding homeostasis between the producer and the consumer sides of the self. Bulimia embodies the unstable double bind of consumer capitalism, while anorexia and obesity embody an attempted resolution of that double bind. Anorexia could thus be seen as an extreme development of the capacity for self-denial and repression of desire (the work ethic in absolute control); obesity, as an extreme capacity to capitulate to desire (consumerism in control). Both are rooted in the same consumer-culture construction of desire as overwhelming and over-taking the self. Given that construction, we can only respond either with total submission or rigid defense.

Neither anorexia nor obesity is accepted by the culture as an appropriate response. The absolute conquest of hunger and desire



(even in symbolic form) can never be tolerated by a consumer system—even if the Christian dualism of our culture also predisposes us to be dazzled by the anorectic's ability seemingly to transcend the flesh. Anorectics are proud of this ability, but, as the disorder progresses, they usually feel the need to hide their skeletal bodies from those around them. If cultural attitudes toward the anorectic are ambivalent, however, reactions to the obese are not. As Marcia Millman documents in *Such a Pretty Face*, the obese elicit blinding rage and disgust in our culture and are often viewed in terms that suggest an infant sucking hungrily, unconsciously at its mother's breast: greedy, self-absorbed, lazy, without self-control or willpower.<sup>20</sup> People avoid sitting next to the obese (even when the space they take up is not intrusive); comics feel no need to restrain their cruelty; socially, they are considered unacceptable at public functions (one man wrote to "Dear Abby," saying that he was planning to replace his brother and sister-in-law as honor attendants at his wedding, because "they are both quite overweight"). Significantly, the part of the obese anatomy most often targeted for vicious attack, and most despised by the obese themselves, is the stomach, symbol of consumption (in the case of the obese, unrestrained consumption taking over the organism; one of Marcia Millman's interviewees recalls how the husband of a friend called hers "an awful, cancerous-looking growth").<sup>21</sup>

#### SLENDERNESS, SELF-MANAGEMENT, AND NORMALIZATION

Self-management in consumer culture, I have been arguing, becomes more elusive as it becomes more pressing. The attainment of an acceptable body is extremely difficult for those who do not come by it "naturally" (whether aided by genetics, metabolism, or high activity-level) and as the ideal becomes firmer and tauter it begins to exclude more and more people. Constant watchfulness over appetite and strenuous work on the body itself are required to conform to this ideal, while the most popular means of "correction"—dieting—often insures its own failure, as the experience of deprivation leads to compensatory bingeing, with its attendant feelings of defeat, worthlessness, and loss of hope. Between the media images of self-containment and self-mastery and the reality of con-

stant, everyday stress and anxiety about one's appearance lies the chasm that produces bodies habituated to self-monitoring and self-normalization.

Ultimately, the body (besides being evaluated for its success or failure at getting itself in order) is seen as demonstrating correct or incorrect attitudes toward the demands of normalization itself. The obese and anorectic are therefore disturbing partly because they embody resistance to cultural norms. Bulimics, by contrast, typically strive for the conventionally attractive body shape dictated by their more "normative" pattern of managing desire. In the case of the obese, in particular, what is perceived as their defiant rebellion against normalization appears to be a source of the hostility they inspire. The anorectic at least pays homage to dominant cultural values, outdoing them in their own terms:

I wanted people to look at me and see something special. I wanted to look in the face of a stranger and see admiration, so that I would know that I accomplished something that was just about impossible for most people, especially in our society. . . . From what I've seen, more people fail at losing weight than at any other single goal. I found out how to do what everyone else couldn't: I could lose as much or as little weight as I wanted. And that meant I was better than everyone else.<sup>22</sup>

The anorectic thus strives to stand above the crowd by excelling at its own rules; in so doing, however, she exposes the hidden penalties. But the obese—particularly those who claim to be happy although overweight—are perceived as not playing by the rules at all. If the rest of us are struggling to be acceptable and "normal," we cannot allow them to get away with it; they must be put in their place, be humiliated and defeated.


A number of talk shows have made this abundantly clear. On one, much of the audience reaction was given over to disbelief and to the attempt to prove to one obese woman that she was *not* happy: "I can't believe you don't want to be slim and beautiful, I just can't believe it." "I heard you talk a lot about how you feel good about yourself and you like yourself, but I really think you're kidding yourself." "It's hard for me to believe that Mary Jane is really happy . . . you don't fit into chairs, it's hard to get through the doorway. My God, on the subway, forget it." When Mary Jane



persisted in her assertion that she was happy, she was warned, in a viciously self-righteous tone, that it would not last: "Mary Jane, to be the way you are today, you had better start going on a diet soon, because if you don't you're going to get bigger and bigger and bigger. It's true."<sup>23</sup> On another show, in an effort to subdue an increasingly hostile and offensive audience one of the doctor-guests kept trying to reassure them that the "fat and happy" target of their attacks did not *really* mean that she didn't *want* to lose weight; rather, she was simply tired of trying and failing. This construction allows people to give their sympathy to the obese, assuming as it does the obese person's acknowledgment that to be "normal" is the most desired goal, elusive only because of personal inadequacy. Those who are willing to present themselves as pitiable, in pain, and conscious of their own unattractiveness—often demonstrated, on these shows, by self-admissions about intimate physical difficulties, orgies of self-hate, or descriptions of gross consumption of food, win the sympathy and concern of the audience.

#### SLENDERNESS AND GENDER

It has been amply documented that women in our culture are more tyrannized by the contemporary slenderness ideal than men are, as they typically have been by beauty ideals in general. It is far more important to men than to women that their partner be slim.<sup>24</sup> Women are much more prone than men to perceive themselves as too fat.<sup>25</sup> And, as is by now well known, girls and women are more likely to engage in crash dieting, laxative abuse, and compulsive exercising and are far more vulnerable to eating disorders than males. But eating disorders are not only "about" slenderness, any more than (as I have been arguing) slenderness is only—or even chiefly—about being physically thin. My aim in this section, therefore, is not to "explain" facts about which so much has now been written from historical, psychological, and sociological points of view. Rather, I want to remain with the image of the slender body, confronting it now both as a gendered body (the slender body as female body—the usual form in which the image is displayed) (Figure 34) and as a body whose gender meaning is never neutral. This layer of gender-coded signification, suffusing other meanings,



Even a woman in great shape is, on the average, 21% fat.

Which makes our salami look even better—you see, Hebrew National salami is only 17% fat.

That's not only less than our model, Kim Cooper; it's 50% less than the leading Genoa salami.

43% less than Oscar Mayer bologna.

And 8% less than even Best Kasher's "low-salt, low-fat, no-sugar" salami.

Mind you, this is no diet salami. This is good, old-fashioned, 100% beef, kosher salami.

So the next time you feel like a great-tasting, nutritional, low-fat lunch, skip the tuna and cottage cheese, and have some salami. That's what Kim does. How do you think she stays 79% fat free?

**There's more fat on her than on our salami.**

Kim Cooper  
79% Fat Free

HEBREW NATIONAL

"You Should Be So Lean."

FIGURE 34

overdetermines slenderness as a contemporary ideal of specifically female attractiveness.

The exploration of contemporary slenderness as a metaphor for the correct management of desire must take into account the fact that throughout dominant Western religious and philosophical traditions, the capacity for self-management is decisively coded as male. By contrast, all those bodily spontaneities—hunger, sexual-