Manoj Vasa

9/19/2016

Social Media strongly effects the body image of young adult women. The media has developed rapidly to increase interactivity between all users and offers its services everywhere and anytime. This only increases women’s exposure to the social norms exhibited by social media. The Social media has set norms of the thin-ideal that many young women seek to achieve. They think it’s the norm as they are psychologically manipulated to think it’s a success to be thin.

Media messages have constantly relayed unrealistic images of female beauty. This, in turn, leads to body dissatisfaction, which is linked with disordered eating. Increased exposure to these norms only injures many young women’s self-concept. These norms elicited by social media cause psychological concerns that gravely effect women’s actions and attitudes towards their bodies. These unrealistic standards for female beauty create complex perceptions that lead women to harmful acts as disordered eating. What’s worse is there are sites that focus on promoting disordered eating. These sites are considered to be pro-anorexia or pro-bulimia. Due to their frequent existence throughout the internet, they have been considered the norm.

These sites promote anorexia and bulimia as normal behaviors for weight loss and female beauty standards. These websites work very hard to promote these anorexic ideals that are so harmful to all women. Their process of promoting these ideals follows the pattern of perfection, transformation, and success. The perfection stage emphasizes that the thin-ideal of female beauty is the perfect body image. This is followed by the transformation phase, where these sites explain that you can transform from being ugly and fat to being thin and beautiful. Even though these standards were too extreme, the women were already convinced that the thin-ideal was the perfection they seek to accomplish. The last phase is success. In this phase, these websites emphasize the success and strength of the women being able to keep their weight off. These sites are extremely harmful and manipulative.

The contents of this article were very interesting. The article was extremely credible as it approached the issue of anorexia and bulimia from multiple different angles. This consisted of social media, pro-anorexia sites, and even advertisements. The variability for the causes of disordered eating as suggested by the article are complex and abundant. I was amazed at the methods used by some sites to convince women of these atrocious ideals that manipulate their self-perception. Women comparing themselves to others to seek gratification for themselves seems to be a harmful behavior that leads to negative attitudes towards their own self-concept. This was an idea that was spread throughout the whole article.

I found the media campaigns against anorexia near the end of the article to be particularly interesting. They mentioned that people pick up these damaging habits because they are the norm. However, making people realize that this isn’t the norm and that only a minimal part of the population takes part seeking gratification through social media can change other people’s perspective on the issue. I believe that the advertisements promoting acceptance is another influential way to help women be more confident. These media campaigns can help in establishing more positive values in public.

The article’s many citations of various studies gave it a credible stance on the issue. Every issue was addressed by an earlier study that has proven a hypotheses or idea. This strongly affects the ethos of the article. It brings forward the credibility of the article as it approaches the situation from these numerous unique studies. Throughout the article there were many mentions of studies done in the UK or other foreign nations. This involvement of a diverse sample allows for more information on the studies.

Pathos is a definite appeal apparent through the whole article. The article appeals to emotion through the familiarity of the issues that are presented to the audience. Realizing that this problem is common and ultimately preventable gives hope to those that are facing the struggles. The explanation of the problems of social norms through the articles establishes the norms as an issue that needs to be resolved. Approaching this issue in this way appeals to a major audience. This article tells women they don’t need to conform to these false ideals and contradicting movements. It appeals to women emotionally as it expresses and suppresses the issues of the thin-ideal that is presented by society. The article gives hope. It gives reason to fight against these norms.