

The Satisfaction of Men's Body Appearance: a literature review

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The social and cultural aspects in the context of the body are intrinsic to corporeal existence, thus, the process of socialization of body experience is a constant of the social condition of man (Le Breton, 2007). Concerning to that Baudrillard (2005) understand the body the most beautiful object of individual and social investment, in which it is possible to observe the cultural interference on the body.

As Castro (2007) the current obsession for the construction of appearance in response to instability and fragmentation that mark social life, helps in understanding the centrality assumed by the cult of the body in contemporary culture. In this sense, the media is an influential factor, since it shows a desire for an ideal body model (Betti, 2005).

Thus, the concepts of healthy body and beautiful suffer constants changes over time and patterns of beauty are differentiated according to the story. But, notes that the image of power, beauty and social mobility has always been linked to the cult of the body in which, these days it's possible see the increase of people's dissatisfaction with body appearance, where skinny and strong bodies are desired (Pereira, Grausp, Lopes, Borgatto, & Daronco, 2009).

Martins, Nunes and Noronha (2008) reported the concern about weight and body appearance, being one of the psychological problems associated with body acceptance body image. Regarding body image, Damasceno *et al.* (2006) conceptualized as psychological factors, social, cultural and biological features that subjectively the way that individuals see themselves, believe they are seen and met the others. In fact, satisfaction with body image is inserted into the body and is connected to psychological factors with regard to size, weight and shape that individuals evaluate themselves (Coqueiro, Petroski Peligrini, & Barbosa, 2008).

In this scenario, Ferreira, Castro and Gomes (2005) argues that the preoccupation of the body appearance is now also a male concern, not limited only to the feminine. For Bourdieu (2009), sex differences remained submerged in the set of oppositions that organize the entire cosmos, attributes and sexual acts that are responsible for determining cosmological and anthropological. In this sense, this study aims to review the scientific literature the satisfaction of body appearance in males. The review was supported by authors of sociology as Baudrillard, Bourdieu, Le Breton and Lipovetsky.

This is a literature review, which aims to examine and analyze productions about the thematic in the scientific realm. For this, made a search of scientific articles in electronic databases MEDLINE/ PubMed, Lilacs and Scielo, using the following key words in Portuguese: Body Male, Male Beauty, Body Image and Masculine Domination Masculine. Thus, these descriptors were selected from the references analyzed as being relevant.

The inclusion criteria were original articles, available in full text format, published between the years 2005 to April 2010, in the Portuguese language, having as its object of study, the male body. Exclusion criteria were the theses, dissertations, monographs, articles in English, Spanish and French. The object of research articles were selected having as theoretical construction of the body influenced by the culture as a product that has the male body image, so the search resulted in ten articles. In this perspective, the male body was investigated, leading to its interpretation in the analysis of appearance. Thus, there is the importance given to the accuracy of masculinity linked to feel and act like man, producing a series of specific care and control of emotions and body (Wang, Jablonski, & Magalhães, 2006).

Ferreira *et al.* (2005) points out that throughout history society establishes criteria to standardization of the body, in this sense the beauty, youth and wealth are assigned values in modernity. Earlier this century XXI the male population begins to have more attention to their bodies as well as the concern for health and, through this social demand from that the Brazilian Ministry of Health created the Program for Men's Health. In this respect, the men fall between consumers of goods and services that was more toward the female audience (Carrara, Russo, & Faro, 2009). Therefore, sees the new social values and identity assigned to take care of the male body.

As Lipovetsky (2007), the bodily changes are a reflection of the consumer society, giving a recovery body aesthetics in this way, the cultural industry by the media creates desires and expose images standardization a particular body (Carrara *et al.* 2009). Also according to the author, these bodies are idealized, dissatisfied and collected.

In this sense, body dissatisfaction appears in both female and male gender (Coqueiro *et al.*, 2008). Study of Damasceno, Lima, Vianna, Vianna and Novaes (2005) shows indicators of low body satisfaction, 24% for women and 18% for men. These studies also says that male body dissatisfaction is characterized by the desire to have a stronger body and bulky. This pattern is influenced and determined by the media through magazines, films and novels shows the importance of staying within the so-called ideal body model (Ferreira *et al.*, 2005).

Beiras, Lodetti, Cabral, Toneli and Raymond (2007) also includes the stories of comic books as a builder of norms and patterns body for the male body, helping to train the body model devised by many male . As well as point Ferreira *et al.* (2005), the modern man may has a negative view of their own body when the idealized image is not obtained. In this respect, the subjects turn their bodies so rampant in real sculptures (Carreteiro, 2005).

Therefore, men are undergoing the same intense pressure that women cope to have a perfect physical body, as pointed Ferreira *et al.* (2005), as studies show that the male body is also concerned and becomes dissatisfied with their body image. Moreover, the study of Carrara *et al.* (2009) says that the search of this ideal body in excess, draws the attention of health professionals and sports, but that there are reports that physical education professionals are not establishing criteria for students to show boundaries for good practices exercises.

This perspective, its possible to see that searching for the body beautiful in the universe is growing up male in contemporary society, getting more prominence and demystifying the cult only the female body. The relentless pursuit of building the imaginary body breaks down gender barriers and is placed as a male preoccupation, which aims to achieve a strong and muscular body.

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