

The reduced vision concept of body in society mercantile capitalism

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This research is a bibliographic, reasons in particular on Foucault (2005, 2006) Blonde (2007) and Oliveira (2006). Stems from studies made during the disciplines of PhD and, of our PhD Thesis defended in 2009, college education - UNICAMP, and the analysis is guided Moreover, in our practice, on informal observation, however, careful, critical and sensitive, while educating and researcher, reading the speech, gestures and conduct of daily classroom. The goal is critically analyze and reflect the perception that permeates the concept of body in contemporary society from addressing the standardized concept of beauty (the myth of the perfect body) body as object (objectified), body as manpower explored (capitalist vision), the body as a product (Mercantile vision - prostitute) and the difficulty of recognition of one's body (sexual body controlled repressed), the result of a reductionist view of social sexuality, one of the factors that lead to the experience

reductionist views of sexuality, focusing on the genitals (in intercourse), while failing to recognize, understand, explore and experience the body in its totality and

capability. Capitalist society sees the body as sheer force of work and the commodification of sex, body-producing property, become "himself" object, source of production capital. As Foucault (2006), since the eighteenth century society has come to live under sexual repression. And that, the rise of the bourgeoisie, reduced

sex to their reproductive function, where the couple procreative became the archetype. And what does not fall within this "normal" - is excluded, denied, silenced. But bourgeois society allows some exceptions, restricting the places where sexuality denied to generate profits, such as houses prostitution. Blonde (2007), reaffirms that sexuality, bodies and genders have been described, understood, explained, regulated, sanitized and educated the social levels. Bonfim (2009) understanding the sexuality as all our events and biological

interactions, psychological and social well indicates that the body functions as a place of categorization social, as the area of registration of marks distinctive as the clothes, the body behavior constituting even in typification class social, cultural, gender, among others. Although, sexuality is a dimension of human interactions connecting directly to the body as device pleasure (including breeding and production), the understanding one has of the body is constructed from social representations of the body and with the fantasy individual. As stated by Louro (2007, 2004), Education Physics offers a privileged field for the work manifestations of children's sexuality to be a area that is constantly facing the field of body. And also points out the need and the problematization deconstruction of the concepts of body, gender and hegemonic sexuality in the school especially with regard to values. We conclude that the vision of body force is conditioned by capitalist society commercial media, leading to limited views and reductionism of the body, sometimes as manpower, sometimes as object, either as a product, dehumanizing relations social and emotional-sexual. It is considered that the school as a whole and Physical Education in particular, being a discipline that deals with the subject in its entirety if is administered in a critical way can contribute significantly to the formation of consciences criticism and to overcome social reductionist view and cultural hegemony of the body. Hence the urgent need to talk about ethics body, seek develop values, insight, critical, given the attitudes and thoughts behaviors. We understand that the school is one of environments suitable for the formation values capable lead the students to break this vicious cycle of culture and the standards body that stereotypic founded the mercantile capitalist society. To educators would say that, knowing the body, its possibilities and potentials, it is as important as learning of reading and writing in the world, is to know read yourself and write your story as well as acquired knowledge to make the world a better place, we must know our body and sexuality to become better our internal world, body and mind, which are the cradle of the meanings of life.

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