

**Education, press and body image: black people on mass media**  
**And other subjects under a systemic approach**

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This work of qualitative research mainly aims at studying the representations associated to the people called “black people” on mass media in Brazil, as well as other subjects related to that, on a systemic analysis perspective for the understanding of this question as a construction of a body image which touches questions related to education. We believe that mass communication media influence and contribute to the definition of a certain body image ascribed to individuals, by race (black), by gender, social class, professional activity, educational level, habitation, criminality, culture, education, and so on. For the purpose of this study, we considered mass communication media the ones that daily publish news, articles and interviews that deal with questions regarding black people. and other subjects related to this segment of the population. Choosing of this subject is justified by, and has as a secondary objective, the need for a better understanding of the body and the individual as a whole and, therefore, on a systemic perspective, thus contributing to the study of Body Image and its relations with Education and Press, as well as other topics and fields of scientific knowledge. We understand that the body image is the representation of how one imagines oneself and understands to be seen by the other. Such image may be positive or negative and is related, on a systemic perspective, to the perception of the body, to one’s satisfaction with oneself and one’s relationship with the world, including Self-esteem, herein understood as what one feels about oneself, one’s motivations, perspectives, possibilities, and so on. In this sense, we believe that for the human being, body image performs an important role in self-awareness; if the perception of the body is positive, the self-image is positive, and if there is satisfaction with the body image, self-esteem will be higher. Under a methodological point of view, this is a descriptive study, developed through the documental analysis of texts published daily on media. It was chosen to use these technical procedures through the usage of primary and secondary sources published by mass communication media, on news, articles, and interviews that deal with questions regarding black people,

and other subjects related to this segment of the population, as well as other sources of study. As to the results, we assumed the hypothesis that when there is a decrease of the body self-image and self-esteem, it ends up directly interfering with the quality of life of this section of the population under study. To such respect, there are signs of the influence of mass communication media on the representations of the population under study. It is within this scenario that we intend to understand how Education, Press and Body Image interact with each other in the representations of black individuals and in their body image on the mass communication media, as well as their reflexes, consequences and economic, social, political and historical developments of this population, represented as compared to the population which is affected by this information and representations published by mass media in Brazil. We might conclude with a few considerations that indicate the importance of studies and researches on this subject, and of the study of body image on a systemic and interdisciplinary prospect, in order to contribute to a greater historical and philosophical reflection about this object of study by several professionals and the several fields of scientific knowledge, thus allowing joint works on a systemic perspective of body image, to amass more information on this subject. Generally speaking, it can be stated that this study contributes to a better understanding of how Education, Press and Body Image interact with one another on the representations of black individuals and their body image on mass communication media, as well as their reflections, consequences and economic, social, political and historical developments on this population that is represented as compared to the population that is affected by this information and by the representations published in Brazil by mass communication media.

Keywords: Body image; Self-esteem; Press; Education; Media; Mass Communication Media; Black People

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