

TYPE

A case study of media stereotypes about unreal beauty.

PROBLEM DESCRIPTION**a. Problem typology**

A culture of physical perfection.

b. Actors involved

This projection of unreal bodies can affect everybody, but especially young people, who are still developing their personality.

c. The occurrence context

We live in a society where there is a culture towards physical perfection and beauty. It is something that goes beyond health, and it has the opposite effect: it makes people get sick, because they change their habits into unhealthy ones to achieve their goals.

d. Description of the situation

Over the past few decades, models have become increasingly thinner and even more flawless, portraying the new beauty mould set by social media. This has negatively impacted young people across the world, convincing them that they must hide all imperfections and be a certain shape in order to be considered beautiful.

e. What are the reasons for which we consider it a problem (or becoming a problem)?

- It is extremely unhealthy.
- It may cause eating and psychological disorders (anorexia, bulimia)
- Long term health problems (infertility)
- It is expensive: the amount of money and time you have to spend.
- It makes people feel unhappy and insecure.

f. Possible risks.

- Young people only worried, even obsessed, about their physical appearance, and not taking care about other aspects of their life.
- Unhealthy people that end up needing medical care.
- Loss of awareness of other values of life.
- Rejection to people that do not accomplish these stereotypes finding difficult to be socially accepted.
- Bullying.
- Not being able to find a job.

INTERVENTION

- Advertising campaigns promoting all types of beauty.
- Celebrities and influential people for youngsters not following these beauty stereotypes.
- Information and lectures at schools.

RESULTS

Things are improving, but very slowly.