

The Impact of Mass Media on the Human Objectification

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Abstract: *Media is a technological tool employed to disseminate information to a larger audience or population. It exerts a substantial impact on our everyday existence and serves as an excellent reservoir of amusement and information. It impacts each age demographic in a distinct manner and affects individuals across the entire age spectrum, ranging from young children to senior citizens. Given that the media serves as our main conduit of information, it assists individuals in shaping their beliefs and attitudes. To ascertain the influence, viewpoints, and sentiments of individuals, we conducted a survey among the specific age demographic targeted for this research. In addition, we have identified particular media events that greatly magnify this issue, and we have ultimately put out a solution to mitigate the impact without dehumanizing individuals*

Keywords: Mass Media, Human objectification, women portrayal

I. INTRODUCTION

Mass media is a concise term that encompasses a broad and significant concept. It has a pervasive presence throughout newspapers, television, and social media. The media has a significant impact on and is relied upon by the whole population of almost every country. While the influence may not always be advantageous, it does affect individuals' brains, especially the minds of young individuals, often leading to undesirable outcomes. The word "objectifying of humans" here pertains to the creation of an ideal individual entirely based on their physical attributes. Due to the excessive focus on beauty, our minds are compelled to believe in the existence of an ideal individual, which is an erroneous notion. One's physical appearance should not be employed as a means to categorize or characterize them. This phenomenon has been attributed to factors such as the marketing of products by aesthetically pleasing models, beauty contests, the promotion of fitness centers, and cosmetic interventions.

This research aims to examine how mass media objectifies individuals within the age range of 15 to 55, which is the demographic most vulnerable to such objectification. 1 Individuals above the age of 55 exhibit reduced adaptability towards bodily changes due to various health issues, whilst youngsters below the age of 15 are subject to parental authority and therefore guided in their decision-making. The study should conclude by emphasizing the significance of this topic, which is frequently but insufficiently comprehended. Men are also subjected to objectification, even though the issue of objectifying women has been acknowledged. The present trend revolves around achieving well-defined abdominal muscles, strong biceps, and other desirable body shapes. The downside of this is that individuals who are convinced resort to jeopardizing their lives by employing procedures such as steroids to achieve speedy results.

II. REVIEW OF LITERATURE

Basically, objectifying is when someone's value is diminished to that of a simple product. It is clear from the way, for instance, advertising emphasise how important body type, figure, and skin tone are. Not only that, but media frequently portrays certain items as superior while ignoring those that do not meet this definition. Studies that demonstrate the impact of thin model advertisement have been conducted. The conclusion drawn by Halliwell sums up the fact that the advertisement had an impact on those women who idealised being skinny and well-shaped but not as much on those who valued themselves. So, idealising one's body has an impact on how they think. Different research by Fardoulya et al. demonstrates the impact on young females. It simply examines how women's moods alter when they view online fashion publications and models and compare their appearances. Facebook use increased facial disparity in women who

were frequently compared on the basis of looks. In addition, women who are inclined to compare their appearances reported larger differences in their facial features, hair, and complexion after visiting Facebook than after visiting the control page. Additionally, Antonios et al. point out a pattern of instilling eating disorders by highlighting the eating disorders that are seen in women as a result of the media's created influence. The study's findings unmistakably show that the young girls began dieting because they didn't like the way their bodies looked. Additionally, diet programmes that hastened eating problems were promoted by the visual media. All of this made me unhappy. Additionally, since there is always a risk of kids overdoing things, Rust says that kids shouldn't include gym in their timetable. Many aspiring footballers who practise hard from a young age experience leg problem later. Children who exercise excessively risk becoming unwell and having weaker immune systems.

Media is viewed as the primary risk factor for poor body image for both men and women, according to research by Aderike et al. Studies also show that this causes negative self-perception, negative emotional states, and unhealthy behaviour. In addition, there has been a noticeable change in the conventional ideal of physical attractiveness, with women now adhering to a toned-up ideal that stresses fitness and health. Under the umbrella of Robinson's Social Comparison Theory, it also looked into how women's body dissatisfaction and exercise habits were affected by idealised athletic and muscular fitness pictures vs conventional slim ideal images.

Media in the form of events like beauty pageants further promotes these behaviours. According to research by Cartwright⁹, early exposure to activities that emphasise physical beauty can have an impact on young people's self-esteem, body image, and sense of value as adults. Adults should be mindful of the long-term psychological effects that very competitive, beauty-focused hobbies may have on young girls. Participating heavily in activities that place a strong emphasis on physical appearance instils the belief that physical attractiveness and surface-level charm are the secrets to success, making the relationship between self-worth and attractiveness inescapably close. The impact of kid beauty pageants was underlined by research by Crawford and Martina that were similar to one another. This is further reinforced by Kovar, who refers to the impact of media on how people see their bodies. Another investigation by Awasthi focused on the objectification of persons depending on their attire.

III. FINDINGS

From the literature review, it is clear that the media is vital to defining and identifying what the ideal human being is. While there is no such thing as "the most beautiful person," "Ms. Universe," "Mr. Universe," and many more titles like these that are given, this fosters a sense of inferiority in people's thoughts and causes us to view everyone with a critical eye. Dante,¹⁴ who has emphasised the drawbacks of beauty pageants, also expresses this feeling. The fact is that everyone is attractive in their own special way, and no one should be pressured to change how they look. Going to the gym, choosing cosmetic procedures, using makeup and other artificial beauty items as part of a daily routine are not acceptable habits. Although having an example to aspire to in life is typically a positive characteristic, objectifying someone when it comes to their appearance is not acceptable. People lose their individuality throughout this process and heedlessly follow the pack because they fear being bullied or despised if they don't. We need to devise strategies to persuade individuals to abandon this belief if we want to eradicate this myth from society.

IV. CONCLUSION

The youth of this country should enlighten the public about the need of refraining from seeking an ideal human, comparing themselves to such individuals, and striving to emulate them. These are the strategies employed by major corporations to market their products. Due to the significant importance placed on appearances and the long-standing prevalence of this bias, it is unlikely to come across any companies promoting products featuring individuals who are dark-skinned and overweight.

There has been a current discussion among campaigners about the issue of objectifying women through comments on their fashion choices and clothing sense. However, it is crucial to comprehend that objectification has an impact on the entire human populace, encompassing both men and women. The sole solution is to resist these media-promoted behaviors, which encompass beauty pageants, fairness creams, body-building routines, and similar inducements. Instead, promote self-acceptance, appreciation of one's own uniqueness and flaws, and discourage comparing oneself to others, as each person possesses distinct originality.

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