Effect of the Media on Human Objectification

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Abstract: *A technology used to spread mass communication to a bigger audience or population is media. It has a significant influence on our daily lives and is a terrific source of entertainment and knowledge. It affects every age group differently and has its hands on everyone, from young toddlers to the elderly. Since the media is our primary source of information, it aids people in forming their thoughts and attitudes. In order to determine the impact, perspectives, and opinions of the people, we performed a poll within the target age group for this study. Additionally, we have identified specific media events that significantly exaggerate this problem, and we have ultimately proposed a strategy to lessen the effect without objectifying people.*

Keywords: Media Effect.

I. INTRODUCTION

A tiny term with a big definition is mass media. From newspapers to television to social media, it has its feet everywhere. Almost every country's whole population depends on and is influenced by the media. Although the impact is not always beneficial, it does have an impact on people's brains, particularly the minds of young people, often in negative ways. Here, the term "objectifying of humans" refers to the construction of an ideal person based solely on physical traits. Our minds are forced to believe there is a perfect person because of the overwhelming attention paid to beauty, which is incorrect. A person's looks shouldn't be used to define them. This has been caused by things like the selling of goods by attractive models, beauty pageants, the advertising of gyms, and cosmetic procedures.

Since the age range of 15 to 55 is the one most susceptible to objectification, this research tries to investigate how mass media objects people. 1 People over 55 are less able to accept changes in their bodies owing to numerous health concerns, while children under 15 are under the authority of parents and so are directed in their decisions. The report should conclude by highlighting the gravity of this issue, which is commonly yet little understood. Men are also objectified, despite the fact that objectifying women has been taken into consideration. Obtained abs, biceps, and other body forms are currently trendy.The drawback of this is that those who are persuaded end up putting their lives in danger by using methods like steroids to accomplish such things rapidly.

II. LITERATURE SURVEY

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 Awasthi13 focused on the objectification of persons depending on their attire.

III. METHODOLOGY

The researcher wanted to survey people in the specified age range to ascertain the impact of mass media. This study paper examines how the media shapes people's perceptions of the ideal body type, as well as their ideas and opinions. This poll will assist in determining the severity of the issue. The survey was carried out by the researcher using a Google form, and it was sent to the intended audience via many social networking sites, namely Facebook and WhatsApp. The study received 207 replies, of which around 60% were from respondents between the ages of 20 and 30. To promote greater involvement and pertinent replies, the questions were kept succinct and direct.
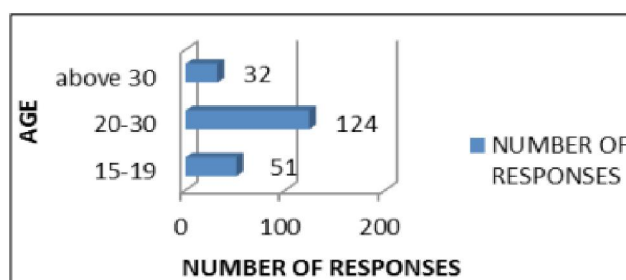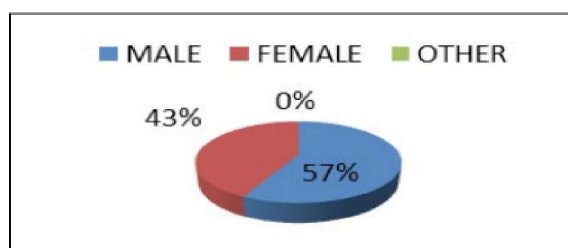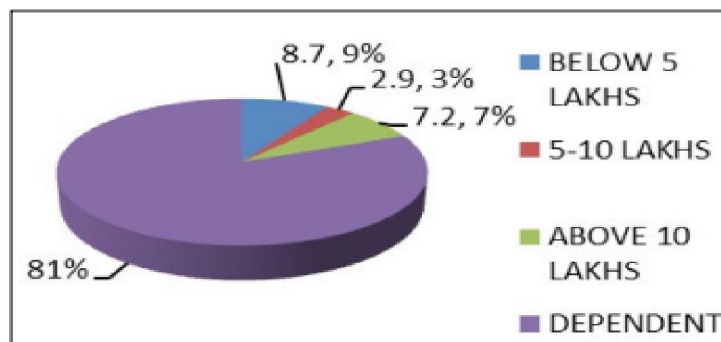
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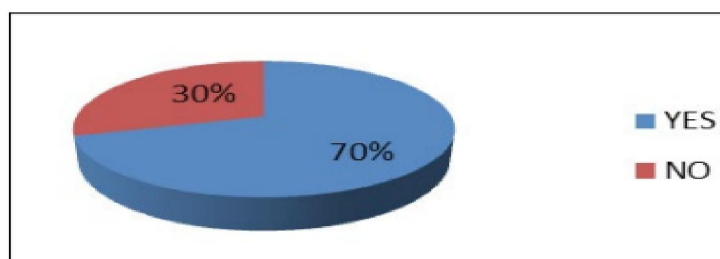

Figure 1. Age of the Respondents

The bulk of the participants filling out the form were identified based on their ages. Of the 207 replies, 51 were provided by respondents in the 15–19 age range, 124 by respondents in the 20–30 age range, and the remaining 32 were provided by respondents in the 30-plus age range. People between the ages of 20 and 30 make up the majority of form replies since the publication has a stronger youth orientation.
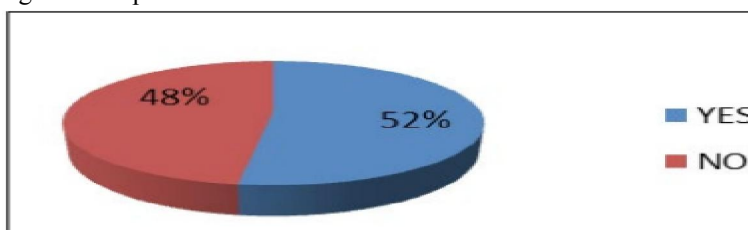
A broad question about the audience's gender was used to ensure that both genders responded equally and prevent findings from being interpreted in a biassed manner. From the collected replies, women made up 43% of the total responses, while men made up the remaining 57%. Men and women filled out approximately the same percentage of the questionnaire, thus the replies may be taken into account.
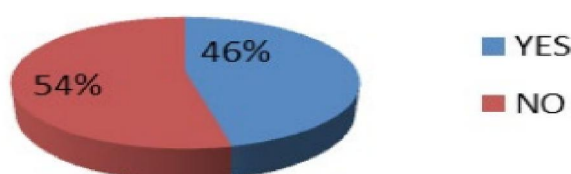

A significant factor is income. One may be persuaded, but how one responds to such persuasion relies largely on their financial situation. The bulk of the persons filling out this form were dependents or students, as seen in Fig. 3. In this case, housewives essentially counted as dependents.
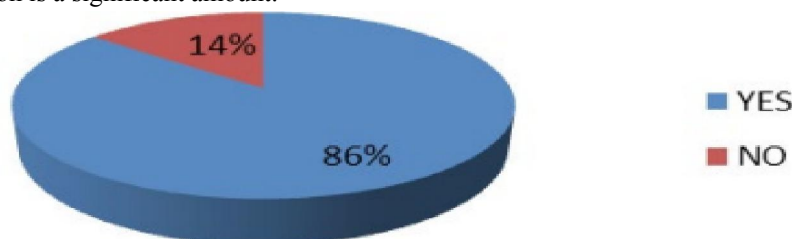

People's body awareness is a necessary piece of information refers to the information gathered from the poll that was done to see whether the audience thought going to the gym was a good idea. Since young people made up the bulk of the audience surveyed, improving their physical appearance was the main reason they joined a gym. It is clear from the data that about 70% of respondents enjoy the concept of going to the gym. The media also promotes the idea of a flawless physique and figure among the general public through its commercials for gyms and supplements that help people acquire the same figures as top models.
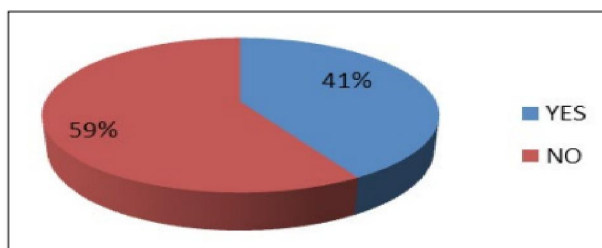

The poll was designed to gather audience perceptions on their physical appearances and if they felt they had flaws in order to understand how people feel about their appearances. It is clear from the statistics in Fig. 6 that 52% of the audience does feel that they fall short in terms of physical appearance. It is evident, one might argue, that they fall short someplace only because they hold someone else in high regard and continuously compare themselves to them in their minds.
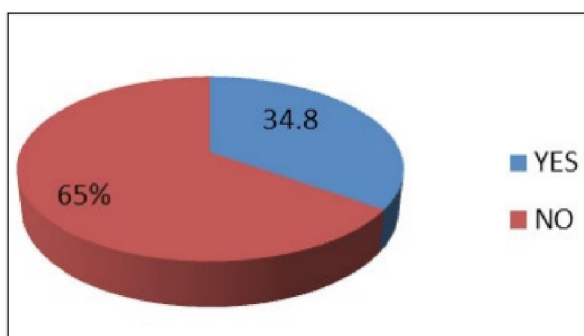
Nowadays, the majority of clothing companies have brand ambassadors who are the biggest names in the fashion world. Their primary goal in doing this is to get those who are followers of the celebrity to purchase goods from their store. As a result, the poll determined what proportion of consumers choose branded clothing because they believe it improves their look. Figure 7 shows the statistics showing that 46% of individuals concur with this.Even if it is not the majority, nearly half of the population is a significant amount.
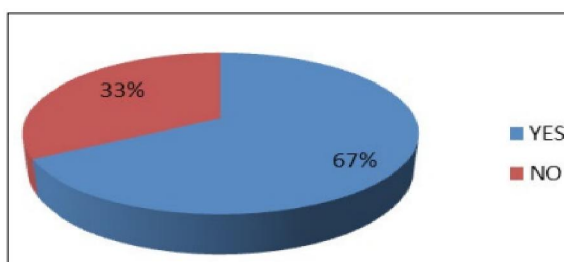

External characteristics such as grooming and appearance are all taken into account when defining a decent person. Because 86% of the audience agrees with this assertion, society's attitude has been shaped to accept the idea that good looks can only be attained by good behaviour, costly clothing, and maybe hairstyles that follow the newest fashions.

To gain a better understanding, the study asked participants to rate their agreement with the statement that only pricey goods are of high quality. According to the results, 59% of respondents support this idea.As a result, the cost of the product is proportional to its quality, and the cost is indirectly tied to the celebrity who is supporting it, the volume and variety of commercials used to support the product's publicity.

It was crucial to understand how the general public felt about celebrities promoting items. It is clear from the results acquired and shown in that 65% of respondents disagree with the concept of celebrity product endorsement. The debate stems from the fact that celebrities' endorsements boost a product's worth and, in certain cases, have an impact on consumers' opinions, particularly among illiterate fans of a specific celebrity. This instils bias in people's brains and leads them down the incorrect road.

The study respondents, who made up 67% of the sample, believed that celebrity endorsements of products raise their worth. Value in this context refers not just to the monetary worth of the object but also to its aesthetic appeal. They disagree, which suggests that they think celebrities greatly affect the public and can also cause viewers to have inaccurate impressions of the product.

IV. FINDINGS

As a result of the public's perception of celebrities as being superior to them, particularly in terms of looks, the aforementioned outcomes are tangentially tied to the objectification of people. In terms of physique, the majority of individuals look up to some models. A significant portion of young people also support the notion of going to the gym. The cause of this is their perception of their physical deficiencies, which is also depicted above. Moreover, approximately 100 individuals agree with the notion that branded goods improve looks. In addition to branded goods, many individuals also acknowledge that quality is not inexpensive. Additionally, the vast majority of viewers believe that when a celebrity promotes a product, people often project an idea that if we use this same thing, we too may become like him or her. As a result, 67% of the general public rejects the notion of celebrity endorsements. Again, all of this amounts to objectifying the celebrity by implying that s/he is a flawless human. In these situations, product businesses abuse the celebrity influence to spread false information about their items. Additionally, they promote the concept that one should aim to have the physique, appearance, and outfit of the models, and in the process, they instil in the viewers the impression that the model or actor is flawless. This resembles a labelled item, and all other producers must mould their products in a similar manner.

V. SUMMARY

From the answers given above, 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.

VI. CONCLUSION

The young of this nation should educate the general public about the need to cease looking for the ideal human being, comparing themselves to them, and making attempts to resemble them. These are the methods large corporations use to promote their goods. Because appearances matter a lot and this bias has been ingrained through time, you won't find any companies advertising items with a dark-skinned, fat individual.

The topic of objectifying women by making comments about their fashion choices and sense of clothing has recently come up among campaigners. But it's important to understand that objectification affects the whole human population, not just women. The only remedy is to oppose such media-encouraged behaviours, including beauty pageants, fairness products, body-building regimens, and other such incentives. Instead, encourage individuals to accept themselves as they are, learn to value one's own individuality and shortcomings, and refrain from comparing yourself to others because each person is a unique individual.

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