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## CONTENT ANALYSIS ON BODY SHAMING ASPECTS ON ADVERTISEMENTS

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**Abstract:** This study has been undertaken to analyze body shaming aspects on advertisements using content analysis. Different advertisements were collected from social media such as websites and YouTube. The advertisements on body shaming were sorted out and then the body shaming aspects were analyzed. 10 body shaming aspects were analyzed in 15 advertisements and those are colorism, fat shaming, heightism, hyper masculinity, shaming of body shape, shaming of facial features, shaming of hair color or hair texture, shaming of hairiness, shaming of physical mark, skinny shaming. The result of the present study shows that in single advertisement, at most 6 body shaming aspects and at least 1 body shaming aspects of these 10 were found to be depicted and also the body shaming aspects that were mostly depicted in advertisements are fat shaming and shaming of physical mark and least depicted are heightism, hyper masculinity, shaming of facial features, shaming of hair color or hair textures. Colorism, shaming of body shape, shaming of hairiness and skinny shaming were depicted in an average level.

**Index term –** Body shaming, colorism, fat shaming, heightism, hyper masculinity, shaming of body shape, shaming of facial features, shaming of hair color or hair texture, shaming of hairiness, shaming of physical mark, skinny shaming.

### INTRODUCTION

Body shaming, weight shaming or Appearance-based harassment can be described as the act of mocking or humiliating someone based on their physical appearance which leads to a vicious cycle of judgments and criticisms that may or may not affect their mental health. A very common example of body shaming is "I am so ugly than my other friends". Body shaming is a modern term and it has become more common in the present days. Body shaming as defined by National Association of Anorexia Nervosa and Associated Disorders is "Body shaming is known as the action or practice of expressing humiliation about another individual's body shape or size; a form of bullying that can result in severe emotional trauma, especially at a young age". With the advent of the 'influencers' concept in social media and rampant preaching about the way one should look, are more and more getting sucked into the idea of the 'ideal body'. This invariably leads to anyone who does not conform to this image, being shamed on their looks. This influence may further lead to un-healthy expectations of body shape among adolescents, in themselves and in others, which may in turn account for some teasing of healthy weight young people who do not conform to the cultural ideals. Body shaming often leads to low self-esteem, low body dissatisfaction, and depressive symptoms, which is consistent with the growing body of work emphasizing the harmful role of appearance-based harassment among youth.

Body shaming is done by family members, friends, and random people and is even portrayed by the media. Body shaming is done knowingly or unknowingly. Some might actually body shame the person in front of them whereas family members or loved ones would body shame their 'fat' acquaintance out of concern so that they're motivated to lose weight or attain a more desirable body type. We live in this society that values being slim and thin as something people should definitely preach. The criticisms that the people who have been body shamed can lead to a serious mental disorder that is Body Dysmorphic Disorder.

Body Dysmorphic Disorder is a mental health disorder in which one can't quit considering at least one saw deformities or blemishes in their appearance, an imperfection that seems minor or can't be seen by others. However, one may feel so humiliated, embarrassed and on edge that they may avoid numerous social circumstances. At the point when one has Body Dysmorphic Disorder, they seriously centre on their appearance and body picture, over and over checking the mirror, preparing or looking for consolation, some of the time for a long time every day. Their apparent imperfection and the dreary practices cause them critical misery and affect their capacity to work in their everyday life.

Body shaming manifests in ways one is not even aware of.

1. Criticizing one's own physical appearance or that of others.
2. Criticizing anyone's physical appearance in front of them.
3. Criticizing anyone's physical appearance without their knowledge.

To overcome body shaming, one can connect to people who promote body positivity. These people can help build up acceptance about one's body image. Self-love and self-acceptance are also very important. For a person to be positive about their body image, accepting themselves is very important.

Everyone should have their own notion and idea of their ideal body image, that suits them well. Positive body does not only mean to attain a desirable figure but also to be healthy. Eating healthy food, keeping hydrated and exercising will also lead to one having a healthy and positive body. Lastly, one should not compare themselves to others. Everyone is unique in their own way, be it their physical appearance or as a person. Body positivity is accepting the body that you have and the changes it will go as time passes.

## METHODOLOGY

### Materials

15 advertisements on body shaming from social media.

### Design of the study

From the selected advertisement, different body shaming aspects is analyzed.

### Procedure

Different advertisements where collected from social media such as websites and YouTube. The advertisements on body shaming where sorted out and then the body shaming aspects where analyzed.

## RESULT

The results are shown on tables. Table 1 shows number of advertisements and body shaming aspects in each advertisement. Table 2 shows different body shaming aspects and the number of times each body shaming aspects depicted. Graph 1 represent scales (in percentage) of body shaming aspect in advertisement.

**Table 1** Number of advertisements and body shaming aspects in each advertisements.

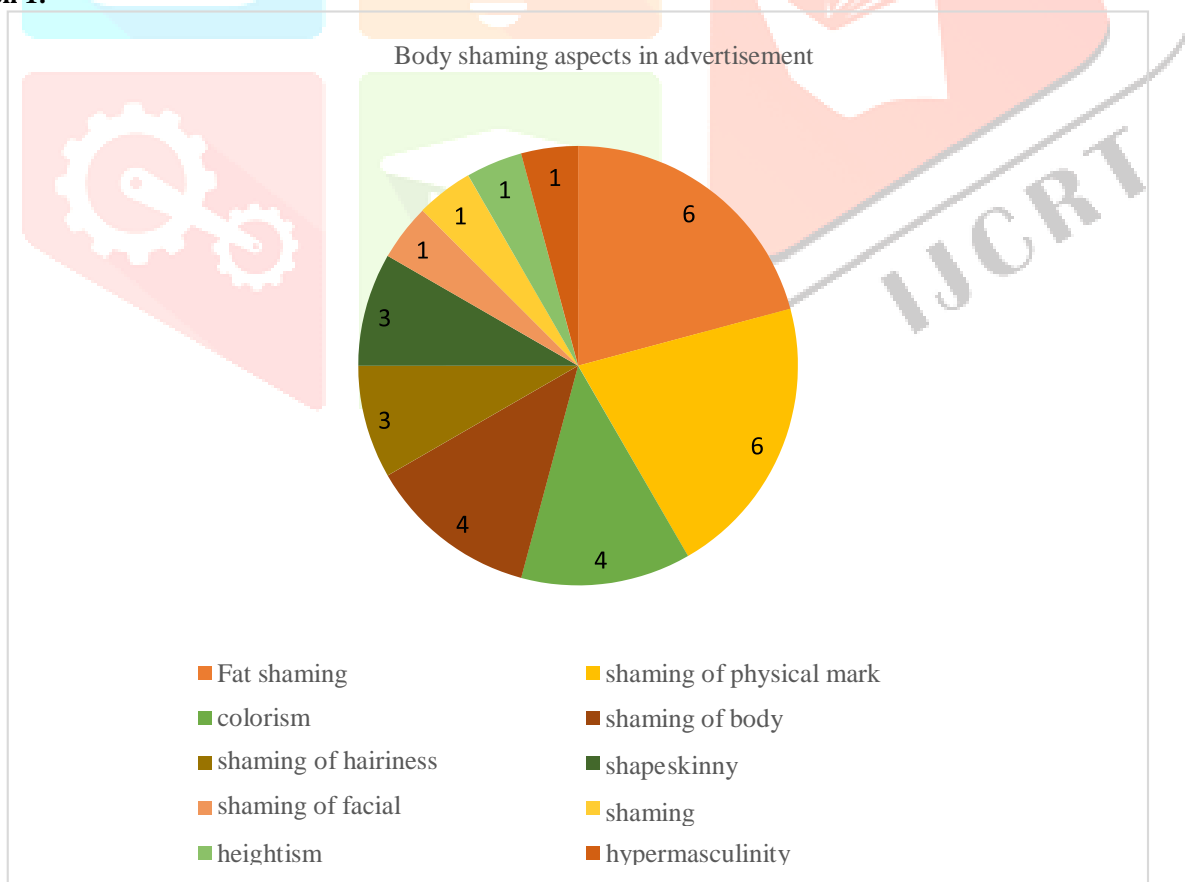
No of Advertisements (ad)	Body Shaming Aspects
Ad 1	Colorism, fat shaming, heightism, shaming of hair color or hair structure, shaming of physical mark.
Ad 2	Fat shaming, shaming of body shape, shaming of hairiness, shaming of physical mark, skinny shaming.
Ad 3	Shaming of body shape.
Ad 4	Colorism.
Ad 5	Shaming of physical mark.
Ad 6	Fat shaming, shaming of physical mark.
Ad 7	Fat shaming.
Ad 8	Fat shaming, shaming of body shape, shaming of hairiness, shaming of physical marks, skinny shaming.
Ad 9	Shaming of facial features.
Ad 10	Skinny shaming.
Ad 11	Colorism.
Ad 12	Fat shaming.
Ad 13	Shaming of body shape.
Ad 14	Colorism, shaming of hairiness, shaming of physical mark.
Ad 15	Hyper masculinity.

Table 2

The body shaming aspects and the number of times each body shaming aspects depicted.

No	Body Shaming Aspects	No of times
1	Colorism	4
2	Fat shaming	6
3	Heightism	1
4	Hypermasculinity	1
5	Shaming of body shape	4
6	Shaming of facial features	1
7	Shaming of hair color or hair textures	1
8	Shaming of hairiness	3
9	Shaming of physical mark	6
10	Skinny shaming	3

Graph 1:



Represent scales (in number) of body shaming aspect in advertisement.

Table 1 shows number of advertisements and body shaming aspects in each advertisement. Almost 15 advertisements on the basis of relevance were opted. Table 2 shows different body shaming aspects (colorism, fat shaming, heightism, hypermasculinity, shaming of body shape, shaming of facial features, shaming of hair color or hair texture, shaming of hairiness, shaming of physical mark, skinny shaming) and the number of times each body shaming aspects depicted. Graph 1 represent scales (in number) of body shaming aspect in advertisement. Fat shaming and shaming of physical mark were depicted mostly and heightism, hyper masculinity, shaming of facial features, shaming of hair color or hair textures was least depicted.

## ANALYSIS

Advertisement is a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. Fifteen advertisements from social media on body shaming were analyzed.

Different types of advertisements were selected from different websites and YouTube, then body shaming aspects were analyzed. Table 1 shows number of advertisements and body shaming aspects in each advertisement. Table 2 shows different body shaming aspects and the number of times each body shaming aspects depicted.

Body shaming, weight shaming or Appearance-based harassment can be described as the act of mocking or humiliating someone based on their physical appearance. The 10 body shaming aspects that were analyzed in 15 advertisements are colorism, fat shaming, heightism, hyper masculinity, shaming of body shape, shaming of facial features, shaming of hair color or hair texture, shaming of hairiness, shaming of physical mark, skinny shaming.

In a single advertisement, at most 6 body shaming aspects and at least 1 body shaming aspects of these 10 were found to be depicted. By analyzing those advertisement, in 1 advertisement 6 body shaming aspects were depicted, in 2 advertisements 5 body shaming aspects were depicted, in 1 advertisement 3 body shaming aspects were depicted, in 1 advertisement 2 body shaming aspects were depicted and in 10 advertisements only 1 body shaming aspects is depicted.

The body shaming aspects that were mostly depicted in advertisements are fat shaming and shaming of physical mark because both were depicted 6 times and least depicted are heightism, hyper masculinity, shaming of facial features, shaming of hair color or hair textures because these were depicted only 1 time. Colorism, shaming of body shape, shaming of hairiness and skinny shaming were depicted in an average level as these were depicted 4 or 3 times.

Fat shaming and shaming of physical mark were mostly depicted because these two aspects of body features are considered more “ugly” by most of the people in the society than compared to other features and advertisements need to sell the “ugliness” of being fat to make money or to promote their product or item. These shaming often leads to low self-esteem, low body dissatisfaction, and depressive symptoms, and can lead to a serious mental disorder that is Body Dysmorphic Disorder.

Heightism, hyper masculinity, shaming of facial features, shaming of hair color or hair textures were least depicted because these were consider less “ugly” by most of the people in the society compared to fat shaming and shaming of physical mark. These shaming often leads to low self-esteem, low body dissatisfaction, and depressive symptoms, and can lead to a serious mental disorder that is Body Dysmorphic Disorder.

## CONCLUSION

In advertisements fat shaming and shaming of physical mark are mostly depicted. Colorism, shaming of body shape, shaming of hairiness and skinny shaming were depicted in an average level and heightism, hypermasculinity, shaming of facial features, shaming of hair color or hair textures were least depicted.

## REFERENCE

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AD 1:



Real Stories Enacted By Women Who Experienced Them  
#StopTheBeautyTest



Khaamiyaan Nahin, Khoobiyaan Dekhiye.

Look for the beauty, not the flaws.

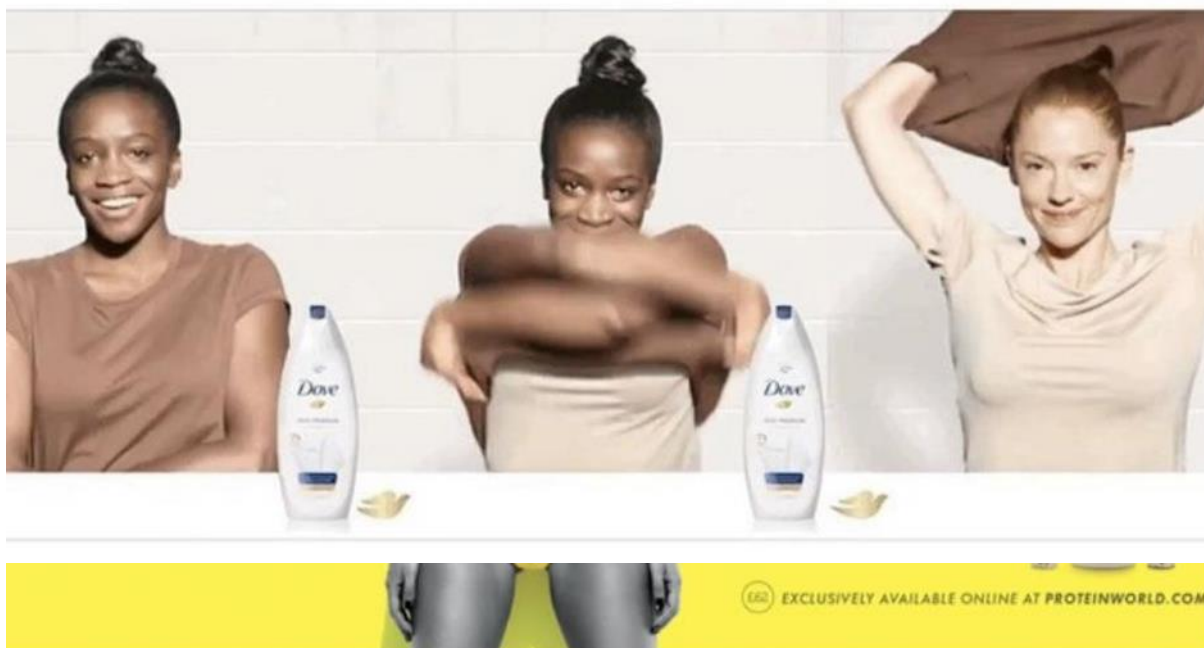
Dove | #StopTheBeautyTest (Hindi)





AD 2:

AD 3:



This is no shape for a girl.

**That's why Warner's makes the Concentrate girdle and the Little Fibber bra.**

Girls with too much bottom and too little top: Warner's® can reshape you.

We reshape you on the bottom with the Concentrate girdle: Its all-around panels do more for you than a little girdle (they're lined up to help you where you need help most), yet Concentrate doesn't squash you like a heavy girdle.

We reshape your top with the Little Fibber bra. The super-soft fiberfill lining doesn't make a big production out of you. It rounds out your bosom just enough to go with your trimmed-down hips.

All of a sudden, you've got a proportioned body, and your clothes fit better. Warner's calls this a Body-Do.™ You can get fitted for one in any good store.

A BODY-DO FOR THE AVERAGE PEAR: THE LITTLE FIBBER™ CONTOUR BRA, \$2. THE CONCENTRATE™ GIRDLE, \$12. WARNER SLIMWEAR-LINGERIE, A DIVISION OF THE WARNER BROTHERS COMPANY.

AD 4:

AD 5:



**Every body is beautiful**

New Naked Proof reduces cellulite, firms skin, and softens stretch marks so she can feel confident and powerful 24/7. Order Samples Now!

dimples are cute on your face (not on your thighs)

affirm yourself  
end of the line  
smooth moves

NAKEDPROOF

AD 6:



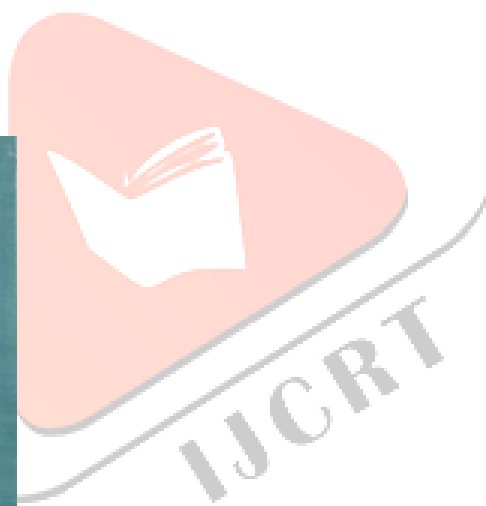
**NO REGRETS**

**blu ELECTRONIC CIGARETTE**

With no odor and no ash, blu allows you to enjoy your habit anywhere with no regrets.

**blucigs.com**

18+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.



AD 7:



**We call it  
as we see it.**

**ASHLEY MADISON®**  
Life is Short. Have an Affair.®

Ashley Madison

Ashley Madison's insensitive ad via wooplus.com

AD 8:

AD 9:

**THE PERFECT "BODY"**  
PERFECT FIT. PERFECT COMFORT. PERFECTLY SOFT.  
EXPLORE THE COLLECTION >

Victoria's Secret: 'Perfect' via theodysseyonline.com





Ads in 19th century magazines sold devices to reshape one's face.

AD 10:



When women got thin due to hunger during the Depression, the slender, straight flapper silhouette went out of style. Ironized yeast products promised “skinny” women “weight,” by which they meant larger hips and breasts.

AD 11:

AD 12:



A gym in the Sri Lankan capital Colombo caused outrage after it put up a billboard featuring a picture of a barrel with the text "this is no shape for a woman". The BBC's Ayeshea Perera reports on the fight to get it taken down.

**SAVE THE WHALES... LOSE THE BLUBBER**



PETA 'Save the Whales' campaign via [calorielab.com](http://calorielab.com)

AD 13:



Example of ad that body shames plus size men.

AD 14:

