

Heiti á bacheloruppgávu

Hvorfor er unge kvinder så selvkritiske når det gælder krop og udseende?

- en undersøgelse af krop og udseendes, samt kropsidealers, betydning i det senmoderne samfund

Abstract

In the recent years there has been a rise in young women exhibiting a self-critical body orientation, which has resulted in an accumulating research in the field primarily focusing on individual factors as either cause or result of this negative body image. The aim of this bachelor thesis is to provide a more nuanced and complex understanding of the phenomenon by illuminating the dynamic relationship between the societal, social and individual aspects. This is done by applying a social, societal and discursive theoretical examination, represented by respectively Giddens, Featherstone, Foucault and Butler, with the inclusion of empirical evidence and young women's qualitative statements, to the question of which role bodily appearance as well as body ideals play in young women's lives in today's late modern society and consequently how the self-critical body orientation can be understood. Overall this study suggests that young late modern women see bodily appearance as a reflexive project and a plastic resource through which their self-identity can be formed and displayed. But meanwhile there's also a dominating female body ideal that is being reproduced in all social relations and through which the young women feel they can gain intelligibility and accept from others and themselves. When they don't feel they can live up to these mostly unrealistic standards they end up turning the blame inwards as they feel they have failed their body project and themselves. A complex social and societal understanding of this issue is suggested to help practitioners and the young women themselves in improving their body image.